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62.09
1916~17
Catalogue



The
**ATASCADERO
SEED CO.△△**

ATASCADERO

CALIFORNIA

READ BEFORE ORDERING

HOW TO ORDER BY MAIL

ORDER CORRECTLY—Give name and full address plainly written. State how you prefer to have the seeds sent,—by mail or by express. Send sufficient money to pay for what you order, including postage or express charges when necessary to prepay. The price list plainly indicates what we prepay; when not so stated, we deliver to the transportation company f. o. b. Atascadero.

If ordered to be sent by express or freight, deduct 10 cents per lb. from mail prices quoted. No plants sent C. O. D.

KEEP A COPY OF YOUR ORDER—Check goods received with this copy. Sometimes items are sold out, or will follow later, in which case a slip is enclosed with goods, or notice sent. In case of error, notify us immediately, that correction may be made.

ORDERS ARE PROMPTLY FILLED—Or in case of delay, you are immediately notified by postal card. If you do not hear from an order sent us, within a reasonable time, send us a duplicate order covering date of order, amount of same and form of remittance, your name and full address. If you cover these points in your first letter, a long delay is often saved in tracing your order.

OUR TERMS—Are strictly cash with order. We prefer not to send C. O. D., but if wanted by that method, customers should enclose $\frac{1}{4}$ of the amount in remittance with order.

HOW TO SEND MONEY—This can be done either in the form of a Postal Money Order, Bank Draft, Express Order, Registered Letter, or Cash may be sent by Express. Remittances sent in any other way are entirely at the sender's risk. Small amount may be sent in postage stamps—5, 10, 15, 25c—stamps preferred.

The parcel post applies to seed. Postal rates are as follows. Owing to the convenience of having mail brought to your door by the rural delivery system, it is well to take advantage of the low rates.

20 pounds anywhere within the city limits of Atascadero for 15c.

20 pounds one hundred and fifty miles 24c, and 1c for each additional pound up to 50 pounds.

Nothing heavier than 20 pounds may be mailed farther than 150 miles in one package. The Eighth Zone includes Mexico and Canada.

DOMESTIC PARCEL POST RATES						First	Each
On Seeds, Plants, Bulbs, Roots, etc., within the U. S. and Possessions						lb. or fract'n	addit'l lb. or fract'n
First Zone, Atascadero and within 50 miles of Atascadero.....						5c	1c
Second Zone within 50 to 150 " " "						5c	1c
Third Zone " 150 to 300 " " "						6c	2c
Fourth Zone " 300 to 600 " " "						7c	4c
Fifth Zone " 600 to 1000 " " "						8c	6c
Sixth Zone " 1000 to 1400 " " "						9c	8c
Seventh Zone " 1400 to 1800 " " "						11c	10c
Eighth Zone " all over 1800 " " "						12c	12c

When it is required that postage be added to the purchase price of any commodity, note the distance you are from Atascadero, see in which zone you live. It is then easy to estimate the exact amount of postage required.

Where it is just as convenient to have seeds reach you by express, please say so. We prefer to send them by that method, as it is safer and often cheaper.

:: THE ATASCADERO COLONY ESTATE ::



Administration Bldg., Atascadero

ATASCADERO is located in California, near the coast and a thousand feet above it; its western border being about six miles from the sea. The Estates comprise approximately forty square miles of beautiful valleys and rolling hills and is divided from the seashore by a small chain of mountains. No more beautiful and fertile estates exist in the world. In this ideal spot where three hundred and forty days and nights out of three hundred and sixty-five are certain to be superbly beautiful, where in winter and summer alike life is lived outdoors amidst the flowers and sunshine, with ample rainfall, never a hot night in summer and never cold enough to snow in winter, one of the most highly organized communities ever built is being developed. The entire Estate is restricted and divided into a Civic Center where are located the civic and educational activities in superb groups of buildings, the Industrial Center where is located the manufacturing, surrounded by a residential district of approximately three thousand acres beautifully laid out and improved with streets, water mains and many handsome private homes, in turn, surrounded by thousands of acres of fertile orchards. Five thousand acres of private parks and game preserves are scattered through the Estates, while below the Estates the entire seabeach with a deep water harbor is also owned by the Colony, one of the most beautiful sea beaches on the coast three miles in length, and where bathing, fishing and water sports may be enjoyed both winter and summer.

More than two million dollars have been expended in the permanent improvements of the Colony Estate and three thousand representative American families have already purchased their homes here. Several hundred private homes costing from \$1,500 to \$10,000 each have already been erected and additional homes are being built at the rate of one per day. The state of California recently authorized a bond issue of \$1,750,000 after thorough audits and appraisals, for the completion of the remaining permanent improvements.

The plan of the Estates is to lay out and develop a community that will have every advantage of the large city and yet be the country. All permanent improvements, including schools, opera house, administration building, roads, streets and water system for the entire Estate ten miles long by seven wide, were carefully figured out by eminent engineers and other experts and their total cost pro rated on the lands. No lands are sold unimproved but all lands sold, whether as residence property, orchards, farms, or seed gardens include in the sales price the pro rata cost of all permanent improvements (excepting houses) thereby assuring the construction of these improvements with the utmost efficiency and economy on a vast scale and in a systematic, harmonious and beautiful plan.

Each land owner owns his lands in fee simple, subject only to the restrictions against nuisances and to assure the entire Estate kept up in such a manner as to make it the most desirable place to live in America.

Three years were occupied in the construction of the streets, roads, water system and other improvements before the Colony was thrown open to land purchasers for the building of their homes, thereby escaping the usual hardships, isolation and inconveniences of the development of a new country.

The Estates were selected from all California because of their natural advantages of climate, location, accessibility, soil, etc., and the development of the Estates was carried out under the direction and supervision of a Commission composed of the most eminent experts obtainable.

Atascadero is located on the main Coast line of the Southern Pacific railroad which traverses it from end to end, while the great State Highway from Los Angeles to San Francisco, paved with solid concrete, also traverses the Atascadero Estates from end to end. The Estates are just half way between San Francisco and Los Angeles.

A full and complete prospectus of the Atascadero Colony Estates may be had on application to **LEWIS FOUNDATION CORPORATION**, exclusive sales agents, Atascadero Estates, **ATASCADERO, CALIFORNIA.**

THE ATASCADERO SEED COMPANY

THE general industry of growing flowers and vegetables for seed is under the direct supervision of well known and widely experienced experts in the Colony.

The advice and assistance of these specialists is at the disposal of the growers, since the finer the qualities and the truer to strains the seeds are, the higher the prices they will bring and the greater the demand for them by the public. The business of marketing the seeds is in the hands and management of the Atascadero Seed Company. The Seed Company supplies the seeds for planting to the resident growers, supervises the growing through its experts, does the harvesting so as to assure the purity of the strain and then markets the seeds both at wholesale and direct to the consumer by mail.

The Seed Company also plants, cultivates and harvests seed farms for absent owners. Any seed grower is free, however, to sell his product where and as he pleases.

By this plan the seed industry of the Colony is brought into an organized efficient business with its sales agents spread over the country and the industry itself in the hands of a great number of intelligent individual growers under the assistance and general supervision of experts employed by the Seed Company so that the purity and fineness of the strains of seeds is assured, while the growers are enabled to participate in the full result of their product. When it is realized that seeds that would sell at wholesale for \$5,000 would, when packed in small 5-cent and 10-cent packages total about \$60,000 to \$70,000, the advantage to the grower of having a share in the sale of his product **ALL THE WAY TO THE CONSUMER** instead of having to sell to the wholesaler, may be appreciated. The Seed Company conducts the business of marketing the product, the packing, issuing of catalogues, advertising and sale, also supervising the production to assure itself and its customers of the highest quality of seeds; and then shares its profit with the growers and its sales organization throughout the country.

The finer the quality of the product, the better the sales organization can market it, the higher the prices obtained for it and the greater the profit of growers and sales organization, whose interests are mutual.

The Seed Company acts as the central business organization of the industry, managing the production, packing and sale, supplying the growers with seed of proven strain, paying them cash for their product at wholesale and then through its agents organization, selling the product direct to the consumer and also doing a wholesale business with the surplus product.

ATASCADERO'S FLOWER SEED FARMS

Many millions of dollars worth of flower seeds have been annually imported from Belgium and France, until the outbreak of the war in Europe. This supply is now almost entirely cut off. Nine-tenths of all American-grown garden seeds are now produced in California. The California seeds, both flower and vegetable, have a great advantage and merit over the European seeds in that their germinating qualities are far more long-lived, California seeds germinating several years after European seeds have become dead. Europe has had the great advantage in the small grower, each individual grower specializing on some one particular variety or strain, growing the same flower or vegetable year after year, keeping the strain pure and constantly improving it. In America, this has heretofore to a large degree been impractical, but the American growers have planted large areas in the usual American style of doing things on a large scale. So far as bulk of product is concerned it has been produced, but the real value of the seeds is in their trueness to strain and the constant improvement of the strain. This can only be effectively accomplished by a large number of small growers each specializing in some one or two kinds of flowers, bringing them to the highest perfection by constant improvement and breeding and keeping them constantly true to strain by elimination of hybrids and foreign growths.

Conditions for bringing this extremely profitable and both pleasant and beautiful industry to the very highest perfection are had in the Atascadero Estates to an ideal degree. The very rich central valley of the residential district is especially

adapted in soil and every other required condition to the growing of flowers for seeds and this great valley of several hundred acres in the heart of the residential district, together with several other smaller areas peculiarly adapted to the culture of flowers for seed, have been laid out in small flower seed farms of from one-half to one acre.

These little seed farms are designed to combine the most desirable of residence sites with a light and profitable employment in the culture of flowers for seeds. There is practically no limit on the profit that may be had from even half an acre in flower culture, since the profit is not dependent on the bulk of the product but on its quality, which in turn is dependent on the skill, patience and ability of the grower. From ten to even thirty thousand dollars has been frequently paid for a single parent plant of a new variety of rose or other flower developed by a skillful grower.

The wild flowers of Atascadero are marvelously beautiful and wonderful in variety. In the spring of the year the Estate seems to be carpeted with great Persian rugs of every hue and color. These wild flowers in themselves offer extraordinary opportunities to skillful growers for domestication and development into new varieties of beautiful strains.

There are more than three hundred of these small flower seed farms in the Atascadero Estates and many beautiful homes have already been erected in the flower seed valley. The industry of growing flowers for seed, although as yet young in the Colony, has already assumed large proportions. The seed farms of absent purchasers are cultivated, planted and harvested by the Atascadero Seed Company until they become resident, when the resident owner cares for his own seed culture under the advice and general supervision of the experts of the Seed Company. Nearly one thousand acres are being planted to flowers for seed this winter.

At Morro Beach, the seaside property of the Colony, the Seed Company is also putting under cultivation and planting this fall and winter, the rich silt bottom lands owned by the Colony behind the beach proper, as many varieties of bulbs and flowers will do better there than in the higher and dryer climate of the Colony Estates.

The peculiar advantages of the Colony for the development of this industry are not only in the climatic and soil conditions, which are ideal, but also in the large number of individual small growers each caring for his own little seed farm and specializing on some particular breed of flower, duplicating those conditions which formerly gave the European seeds the command of the markets and caused this country to import millions of dollars of them each year.

Roses, and several other breeds of flowers reach a perfection in Atascadero scarcely to be equalled. A bouquet of roses, kept on the table until wilted, may be slipped and planted and grown to fine rose bushes in a few months. In fact, the wonderfully beautiful and great variety of roses to be seen at Headquarters' house throughout almost the entire year, were grown in this way by Mrs. Lewis from bouquets presented to her of beautiful varieties of roses from various parts of the state and from other states.

Those seeking a home in the midst of hundreds of acres of flowers where, by patience and industry and without hard physical work, they may derive a substantial income from a small area of ground could hardly find a more ideal situation than a flower seed farm in Atascadero.

In the orchard districts in many parts of the Estate, resident owners are also interplanting the orchard trees with flowers of certain varieties adapted to the soil and conditions. From \$50 to \$150 per acre additional income may be made from orchard lands in this way per year, although it is not advised excepting where the soil and other conditions are adapted to it and where the young orchard trees are at least two years old. The Colony Holding Corporation never undertakes to interplant the orchards and since there would be no way of irrigating the flowers when so planted, only certain varieties can be successfully grown in the orchard sections.

The flower seed farms are provided with connections with the water mains for irrigation when necessary so that with a great number of small growers conditions of moisture may be carefully regulated by each to the particular breed of flower being grown.

PRICES OF FLOWER SEED FARMS

Comparatively few of the flower seed farms remain unsold. The prices range from \$650 to \$3,500 each and their size from half to a full acre. One man cannot properly care for more than an acre in flower seeds and specialize, and even then he would require considerable assistance at times. A half acre under intensive cultivation, with specializing, should prove far more profitable than many acres simply planted and cultivated. From \$200 to as high as \$1,500 can be realized from half an acre in flower seeds per annum under specialization and proper culture, even though the seeds were sold at wholesale to the large dealers. Under the Atascadero plan, the grower, however, has the advantage of participating in the return from his seeds all the way to the consumer. The price of the seed farms includes the construction of the streets and the construction of the water mains to provide pure water for domestic use and irrigation but does not include planting of the seed farms, which is done by the resident owner himself or by the Atascadero Seed Company for non-resident owners. The prices of the seed farms are governed by their location and desirability as a residence site, since they are in fact residence lots and located in the restricted residential district surrounding the Civic Center, with few exceptions. Careful selections will be made of such flower seed farms as remain and these selections will be submitted on request, being held out of the sales lists meantime. The amount that it is desired to pay for the seed farm must be stated, however, since the selection would be almost entirely governed by that fact. The prices are all filed of record with the Trustee under the bond issue and are the same to all, but it is not practical to select and submit in detail holding out of the sales lists, meantime, one or more of the remaining farms, without having reasonably accurate information as to what priced farm is desired. If the purchaser will state about how much of an investment it is desired to make and give any other information that will be of assistance in making the selections, the best remaining seed farms available at about that price will be submitted in detail. Enquiries regarding seed farms and orchards should be addressed to The Lewis Foundation Corporation, sales agent of Atascadero Estates, Atascadero, California.

OUR PROFIT-SHARING PLAN

The Atascadero Seed Company represents the united industry of growing flowers and vegetables for seed in the Atascadero Estates. The Seed Company is chartered under the laws of the state of California and one-half its total capital stock is placed in trust for the life of the Corporation. Against this, one-half the total capital stock, there is issued and certified Dividend-Sharing Certificates of a par value of \$10 each. These certificates are NOT stockholdings, but represent an assignment of the dividends earned by one-half the total capital stock for the full life of the Company's charter. They carry no liability as stockholdings and hence carry no vote in the business management of the Corporation but whatever the net earnings of the Seed Company are, one-half the declared dividends goes equally pro rata to the holders of these Dividend-Sharing Certificates each year. Each seed grower in the Colony receives the wholesale price for his seeds and also receives one Dividend-Sharing Certificate for each \$10 paid for seeds, cultivation, harvesting, etc., when done by the Company, so that he participates in the sales prices of his product all the way to the consumer.

On the other hand, when a purchaser of Atascadero seeds buys in quantities of \$10 or over, he or she becomes a factor in the distribution and wider sale of the seeds since such an order at retail would probably be the result of the purchasers having secured several friends to give their orders to be sent in together. Those buying in \$10 amounts are therefore treated as a part of the sales and distribution organization of the Seed Company and also receive a \$10 par value Dividend-Sharing Certificate with each \$10 of their orders, giving them thereby a direct and permanent interest in the profit of the seed industry itself.

This plan brings about a direct co-operation between the growers in the Atascadero Colony and the distributing and sales organization as represented by those purchasers who make up orders, either of their own or jointly with others, or by

securing a number of smaller orders and combining them into one order, distributing the smaller orders and retaining the Certificate.

Dividend-Sharing Certificates may also be secured by remitting \$10 for an equal amount of Seed Receipts which may be used in payment at any time at their full face value for any seeds or plants offered for sale by the Atascadero Seed Company.

These Dividend-Sharing Certificates are NOT given with wholesale orders to dealers but only to the consumer or retail purchaser who makes up a total order of at least \$10.

The Atascadero Seed Company sells direct from producer to consumer. Those consumers who call the attention of others to our seeds, making up a total order of \$10 or more, are therefore, in fact, a very powerful sales and advertising force and are joined with the producers under the mutual plan of the Dividend-Sharing Certificates in an equal share in the profit of the entire seed industry.

ATASCADERO SEED COMPANY

ATASCADERO, CALIFORNIA

\$10,000 IN AWARDS

In planting your flower and vegetable seeds, bought of us, carefully preserve the original packages. If you succeed in raising flowers or vegetables of unusual beauty, or seemingly of a new strain, or of extraordinary size, write us stating the particulars, and we will immediately give instructions for bringing them to seed and preserving the seed. These seeds may then be forwarded to us to be tested in our propagating gardens, and if a hybrid or new development of a strain is found to have been produced, of desirable qualities, we will purchase the seeds at most liberal prices.

To arouse interest in the careful cultivation and care of plantings of our seeds and in the discovery of new strains, or hybrids of old strains, we offer total awards of \$10,000 to our customers for the year 1917.

These awards are to be distributed, in the manner above stated, at our discretion, while the new varieties developed are to be named after those who win the awards. Keep careful watch of the development of all plantings of our seeds, for any unusual plants, either as to extraordinary size, coloring or other features developed by any particular plant or vegetable, reporting them promptly to us and carefully removing all other flowers or plants from the immediate vicinity of the unusual specimen, if this can be done without disturbing it.

ATASCADERO SEED COMPANY.



ATASCADERO ROSES

THE Atascadero Estates are already famous for their superbly beautiful roses. Owing to climatic and soil conditions, coupled with great care in propagation, superior strains of many of the best known varieties have been developed. In Atascadero the roses blossom continuously throughout the year, and reach a perfection unknown elsewhere. Owing to the crisp cold nights throughout the year, both winter and summer, our roses are particularly hardy, and will stand northern climates with the highest degree of resistance to injury.

While our various roses are not entirely new strains, yet their development under Atascadero conditions has given them a marked difference in frequency of bloom, brilliance of coloring, perfection of bud and blossom and increase in size, that has caused us to give them our own names.

Purchasers will find them superior stock, producing unusually beautiful and abundant blossoms. Many new varieties are under propagation and cross breeding, which cannot be offered this year, but our this year's offering is specially selected from the propagation of the past two years.

THE MABEL G

This rose is a part climber, of the most beautiful pink, frequently showing white buds and flowers. The buds cluster and the bushes blossom continuously throughout the season.

1-year-old bushes	\$.50 each
2-year-old bushes	\$1.00 each

THE ATASCADERO ROSE

This rose is a large flower of the most brilliant red, shading to a deep crimson. The petals are closely grouped so that the rose is almost as solid as a head of lettuce, and of very great size.

1-year-old bushes	\$.75 each
2-year-old bushes	\$1.50 each

THE PARADISE VALLEY

This rose is of an exquisite salmon color, with long stem and a bud slender and pointed. It is one of the most dainty roses for evening wear that it would be possible to produce. The buds are extremely abundant and unfold very slowly, so that they are very long lived after



being cut. This is one of the handsomest roses in existence.

1-year-old bushes	\$1.00 each
2-year-old bushes	\$1.75 each

THE TIDDLEWINKS

This rose is very small, the buds being not much larger than the end of a lead pencil. It makes an exquisite boutonniere, and the blossom only partially unfolds, a single petal at a time springing from the closed bud. It is a distinct novelty and is of a salmon and red shade.

1-year-old bushes	\$.75 each
2-year-old bushes	\$1.25 each

THE ATASCADERO CLIMBER

This climbing rose is one of our greatest novelties, and grows with astonishing rapidity. The buds are of a light red and pink shade and blossom in thick clusters, so that a single stem will have a cluster of a dozen roses thickly set together.

1-year-old bushes	\$1.50 each
2-year-old bushes	\$2.25 each

THE ATASCADERO CABBAGE ROSE

This rose is one of the largest blossoms ever grown. Each flower is a bouquet in itself, frequently reaching a size of five inches in diameter. It is very hardy and a profuse bloomer.

1-year-old bushes	\$1.00 each
2-year-old bushes	\$1.50 each

LA ASCUNSION

This rose is of the purest white, almost appearing to be enameled. It is a profuse bloomer, with long pointed buds closely wound and remaining closed a long time. The open blossom is exquisite and most fragrant. We consider it the finest white rose grown.

1-year-old bushes	\$1.00 each
2-year-old bushes	\$1.50 each



THE ATASCADERO CLIMBER

THE SNOOKUMS

This rose is the daintiest little flower of them all. On the outside back cover of this catalogue is shown a bouquet of these roses, which are grown in both pink and white shades. The buds remain closed to the last moment, making it particularly desirable for table use and bouquets.

- 1-year-old bushes\$1.00 each
- 2-year-old bushes\$1.50 each

ATASCADERO PRIDE

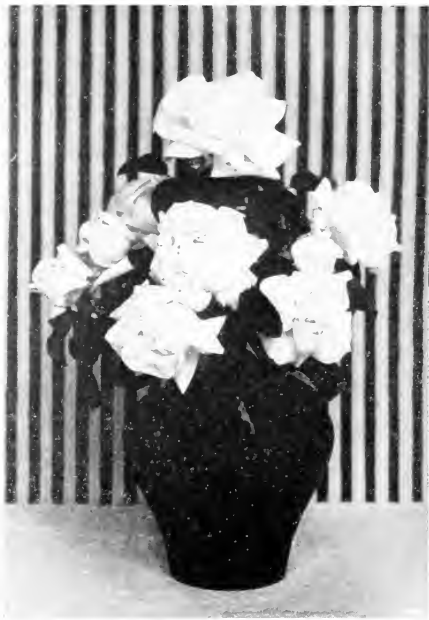
This rose, shown on our front cover in its natural colors, is one of the finest results of our propagation and crossing. The photograph composing the front cover was taken from the flowers themselves, and gives a better idea of this wonderful rose than words can.

- 1-year-old bushes\$1.50 each
- 2-year-old bushes\$2.25 each

Our roses are most carefully packed for shipment, and are usually sent by express.

Special Combination Offer

In order to introduce the wonderfully beautiful roses of Atascadero we will ship a ten-dollar assortment selected by the purchaser from the above varieties, charges prepaid, anywhere in the United States, on receipt of \$10, and will register and issue to the purchaser, one Dividend-Sharing Certificate of the Atascadero Seed Company. (See page 4).



Flower Seed List

Alyssum (Maritimum)—A fragrant, hardy annual, having the odor of honey, and bearing spikes of small white flowers in great profusion throughout the summer and autumn. Useful for borders or early bedding flowers. Sow the seed early in spring.

Common Sweet Alyssum—One foot high, very sweet honey fragrance. Pkt. 5c, oz. 25c.

Amaranthus—Hardy annuals, grown especially for their brilliant foliage. Pkt. 5c.

Caudatus (Love Lies Bleeding)—Light yellowish-green foliage; long, drooping crimson flower spikes. Plants grow three to four feet high. Pkt. 5c.

Tricolor (Joseph's Coat)—Plants grow three feet high, with brilliant leaves in variegated red, yellow, green, etc. Pkt. 5c.

Antirrhinum Double White—Quite a new departure in the class of tall, large flowering snapdragons is here offered. Out of the mouth-like aperture in the flowers between the upper and lower lips, emerge abnormal fantastic petals which give a double and beard-like aspect to the very large bloom. Pkt. 15c.

BRANCHING ASTERS

Giant Branching—The tallest and best florist's variety, and we heartily recommend it as the very best type of Aster we have. The plant grows 18 inches high and about 18 inches in width, and the blossoms, which are large and full-petaled, are borne on long stems or branches. The most satisfactory type of all Asters, since it is not only a showy bedding flower, but owing to its long stems

and large blossoms, is valuable for bouquets. Comes into flower late in the autumn. Best colors: Carmine, lavender, pink, rose, white, crimson, light blue, purple. Pkt. 10c, oz. \$1.00.

Balsam or Lady's Slipper—A tender annual, with brittle stems and foliage. Grows about 12 inches high. Flowers both single and double, in bright colors and variations; are wax-like and very attractive. The individual blossoms floating in a dish of water exhibit their beauty to the best advantage. Pkt. 5c.

Improved Camellia Flowered—In its extraordinary size, perfect form and brilliant colors, this fine strain of balsams surpasses all others. Height, 18 inches. Finest mixed. Pkt. 5c.

Calendula (Pot Marigold)—Very hardy annual, one foot high, blooming freely practically the whole year round. Is of the easiest culture and is desirable for rather inferior soils, where less sturdy flowers do not thrive. A medicinal extract resembling arnica is made from the flowers. Pkt. 5c.

Double Mixed—A good mixture of 8 or 10 different shades of yellow, some clear colors and some shaded and striped. Pkt. 5c, oz. 15c.

Meteor—Large double yellow flowers, striped with orange. Pkt. 5c.

Prince of Orange—A fine deep orange. Pkt. 5c.

Calliopsis Radiata Tiger Star—A rich and continuously blooming annual with pretty, peculiar flowers. The leaflets of each flower are twisted like those of the well known Cactus Dahlia. Toward the center they show a vivid reddish brown coloration, the outer part being brilliant golden yellow tinged. The plants reach a height of about 8 inches and form round compact bushes which are throughout the summer literally covered with pretty flowers. Pkt. 10c.

Tintoria—Showy, yellow and brown flowers, height 2½ to 3 feet. Pkt. 5c.

Candytuft (Iberis)—A hardy annual, growing about 6 to 18 inches high, according to the variety. The blossoms are borne on variously long spikes, and the newer varieties are quite large flowering and very fragrant. Of easy culture and valuable for bedding or massing. Pkt. 5c.

Amara—Large, pure white flowers. Pkt. 5c.

Coronaria Empress—Large trusses of pure white flowers, the finest candytuft yet raised. Pkt. 5c.

Umbrella Carmine—Large Carmine colored flowers. Pkt. 5c.

Umbrellata Hybrida—Mixed, including the best large flowering varieties. Pkt 5c, oz. 25c.

Carnation Duchess of Saxony Coburg Gotha—Giant flowering carnation of a pure white color, freely produced and each bloom standing on a firm, long, erect flower stem. The great merit of this new variety is that it produces its exquisitely scented flowers within six months from date of sowing, saving all the trouble of wintering the plants. Pkt. 20c.



ATASCADERO COSMOS

Centaurea, or Bachelor's Button (2 varieties)—A hardy annual, embracing a number of species, some being grown only for their foliage. All varieties grow from 1½ to 2 feet high. Sow the seed early and transplant in March. Excepting the white-leaved sorts, all make excellent cut flowers. Mixed 5c.

Cosmos—A tender annual, with fine-cut, feathery foliage, showy blossoms. The late-flowering or giant type grows 5 to 6 feet high and its blossoms are larger than the early varieties. They bloom late in the fall, or about November 1st. Pkt. 5c.

Chrysanthemum—There are many widely different classes of this flower in the hardy or garden varieties, both single and double, and the perennial varieties, chief of which is the double or florists' varieties, highly prized in the autumn and winter.

Carlinatum—Single mixed, comprising a wide range of attractive colors. Pkt. 5c.

Clarkia—A hardy annual of easy culture, growing about 18 inches high and bearing bright rose, white, or purple flowers in great profusion. Native of California. Seed sown in the fall will give early blossoms in the spring. Seed can be sown almost any time. Double mixed, pkt. 5c. Single mixed, pkt. 5c.

PAINTE DAISY

Dahlia—A popular summer and autumn blooming plant; is grown from seed or propagated from the bulbous roots. Sow seed early in hot beds and transplant as soon as danger of frost is past.

Double—Choice mixed colors in great variety and flowers of excellent form. Pkt. 5c.

Daisy, Shasta Daisy—A fine perennial plant bearing large white single blossoms, with yellow centers. Soak seed in warm water over night before sowing. Pkt. 10c.

Godetia—A hardy annual, ten inches high, of compact growth, satiny cup-shaped flowers in deep red, pink and white, shaded and blended. Valuable for bedding. Sow seed early in the year; grows wild in California. Pkt. 10c.

Hollyhock—A hardy perennial of upright, stately growth, five to eight feet high. The very double varieties are the most desirable, but the newer, semi-double, fringed types are also very popular. Pkt. 10c.

Allegheny—This unique and beautiful variety produces semi-double flowers about 3 inches across. The petals are crinkled and fringed like crumpled and slashed satin. Pkt. 10c.

Charter's Superb Mixed—Saved from a mag-



nificent collection of fine named double varieties. Pkt. 10c.

Helichrysum, (Everlasting Flower)—A free-flowering, hardy annual, growing four to five feet high and bearing beautiful straw-like flowers in a great variety of shades and colors. Makes a very handsome dried bouquet. Mixed. Pkt. 5c, oz. 50c.

Larkspur, or Delphinium—Beautiful, hardy border perennials with noble spikes of handsome flowers, very useful for cut flowers, etc. Pkt. 5c.

Marigold—A hardy annual, in dwarf and tall varieties, growing from 6 inches to 3 feet high. The flowers are various shades of yellow and brown. The tall varieties are very valuable for large bedding or background work, and the dwarf varieties for borders.

African Tall Double Orange—Beautifully formed flowers of gigantic size and bright color; height 2½ feet. Pkt. 5c.

Nugget of Gold is a beautiful golden ball. Is a Marigold. Pkt. 5c.

MIGNONETTE

Mignonette—Hardy annual, growing 6 to 12 inches high and bearing pyramid-shaped spikes, exceedingly fragrant. Sow in the fall for early blossoms in the spring. Valuable for potting, bedding or border. The flowers are not attractive except for their fragrance.

Machet—A dwarf compact variety, with large stubby spikes covered with copper-red flowers, etc. Pkt. 5c.

Goliath—Robust growing variety with enormous spikes of red colored flowers; height 15 inches. Pkt. 10c.

WHITE PEARL, SWEET SCENTED Golden Queen—The flowers are golden yellow and very fragrant. Oz. 40c, Pkt. 5c.

BISMARCK, LARGE HEADS OF RED BLOSSOMS—Pkt. 10c.

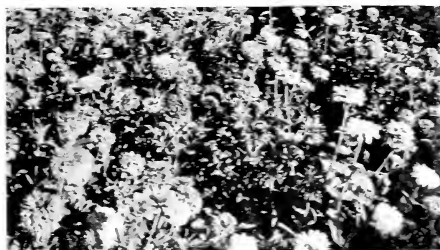
Nasturtiums (Culture)—To grow Nasturtiums well and secure a fine display of flowers, it is necessary that the soil in which they are grown be very poor and dry, otherwise a superabundance of foliage will be produced to the exclusion of the flowers. Pkt. 5c.

Dwarf or Tom Thumb Varieties—Annual, 8 inches to one foot tall; useful for bedding and borders, flowering through the summer and also through the winter in location where they are not cut by frost. Tall choice mixed, pkt. 5c; variegated type mixed, pkt. 5c.



ATASCADERO SHASTA DAISY

FLOWER SEED LIST (Continued)



ATASCADERO ZENIAS

Nicotina, or **Flowering Tobacco**—A half hardy annual, growing 3 feet high, with slender tubular flower. Belongs to the tobacco family. Requires plenty of room in the garden.

Affinis—White, and very fragrant. Pkt. 5c.

Nigella (or **Love-in-a-Mist**)—A hardy annual, one foot high, with finely cut foliage. Oddly shaped blossoms in blue and white, and curious seed pods. Of easy culture. Pkt. 5c.

Damascena—Pkt. 5c.

PHLOX DRUMMONDII

Phlox Drummondii (**Grandiflora**)—A hardy annual, growing from six inches to one foot high, and bearing beautiful soft-petaled and brilliantly colored flowers in bloom all spring and summer. Fine for bedding and massing. Sow seed in the fall for early flowers.

Nana Compacta Dwarf (many colors)—Pkt. 10c.

Poppies—The different varieties of poppies are always favorites for outdoor display and the cultivation of them being so extremely simple entitles them to a place in every garden. Seed should be sown where the plants are intended to flower, because it is difficult to transplant them with any measure of success. During March or April sow in rows or groups and thin to about 1 foot apart.

Eschscholtzia Californica—"California Poppy". Annual, 1 to 1½ feet high. A well known native flower with blossoms 2 to 3 inches in diameter. Yellow, orange and white. Each, per pkt. 5c, oz. 25c.

Paony Flowered Double Mixed—Imposing double globular flowers. Well adapted for shrubberies and large borders. Pkt. 5c, oz. 20c. Improved.

Shirley—The most charming poppy in cultivation. The blossoms are bright and showy and include an almost endless variety of colors, from pure white, pink, terra cotta, salmon, chamois, and rosy carmine, to brilliant crimson, many of the flowers being beautifully flaked or edged with white. Pkt. 5c, oz. 25c.

Carnation Flowered Mixed—Splendid doubled fringed flowers. Pkt. 5c.

American Flag—Double snow white bordered with scarlet. Pkt. 5c.

Fairy Blush—Very double pure white tipped with rose. Pkt. 5c.

Miss Sherwood—Single white with shrimped edge pink. Pkt. 5c.

English Scarlet—Wild poppy of Germany and England. Pkt. 5c.

Glancum—Tulip poppy, most brilliant scarlet. Pkt. 5c.

Perpetual, or **Branching Stocks**—Cut and come again, 10 weeks; are especially valuable during summer and winter for cut flowers. They grow out numerous side branches, all bearing very double fragrant flowers.

Princess Alice—Beautiful white flowers. Excellent for cutting. Pkt. 10c.

Perpetual or **Branching Mixed**—Finest assorted colors. Pkt. 10c.

Dwarf German Ten Weeks—Finest mixed brilliant colors only. Pkt. 10c.

Verbena—A half-hardy trailing perennial of easy culture. While it grows readily from division of the root or from cuttings, it does best from seed. Use extra care in starting as seed is rather difficult to start well. Seed may be soaked in warm water to hasten germination. It is well known as a bedding or border plant, and the improved large flowered and fragrant strains make it a handsome cut flower for low vases.

Man (white)—A pure white Verbena. Pkt. 5c.

Man (pink)—Mayflower pink. Pkt. 5c.

Man (Mixed)—All colors. Pkt. 5c.

Pinks (**Dianthus**).

Princess—Pink fringed flowers, flaked and spotted. Pkt. 5c.

Heddwigi (**Japanese Pink**)—Finest double mixed. Pkt. 5c.

Heddwigi—Fireball rich, blood red flowers.

Heddwigi—Snowball, large double white. Pkt. 5c.

Diadematis Fl. Pl. (**Double Diadem Pink**)—Large double flowers in many colors. Pkt. 5c. Dark colors fringed with white.

Mourning Cloak—Double white frill. Pkt. 5c.

Salpiglossis (**Emperor Mixed**)—Highly ornamental half-hardy annual with large, veined, funnel-shaped flowers; much prized for cutting; very showy in beds or border. A bed of these beautiful plants is one of the most striking features of the garden during July and August. Pkt. 5c.

Schizanthus—Very beautiful and interesting annuals. Indispensable for green house and conservatory decoration or outdoor culture, or butterfly flower. Pkt. 5c.

Smilax—A climbing perennial, with beautiful, bright-green, glossy leaves, much esteemed for its long, delicate sprays of foliage. Largely used for decorating. Start seed under glass and transplant six inches apart. It requires strings or wires to climb on when very young. Pkt. 5c, oz. 50c.

Rainbow—Sunflower is a very apt description of this new variety. Pkt. 5c.

Lantana—Tender perennial, growing from 2 to 3 feet high, bearing Verbena-like clusters of flowers, in orange, white, rose and other colors, excellent for bedding.

Choice Mixed—Pkt. 5c.

Lobelia—A hardy annual and perennial. The annual grows four to six inches high, is of compact growth, and literally covered with small bright flowers. By cutting back the plants during the summer and giving plenty of water they may be kept in flower all summer. Used for ribbon work and borders or hanging baskets. Pkt. 5c.

Malope Grandiflora—

Forget-Me-Not (**Myosotis**)—A hardy perennial, growing 6 to 12 inches high. Small star-like flowers are borne in clusters on long stems; blooms the first year if seed

is sown early. Thrives best in a cool, moist location.

Alpestris—Blue. Pkt. 5c.

PANSIES

Our Pansies are the best strain we can secure and our many years' experience with this plant assists us in selecting the best sources for our supply and the blending of varieties for our many mixtures. We have exhibited these at many shows and believe there are none to surpass them in size and beauty. Our mixtures are fine, and we know cannot be surpassed anywhere.

CULTURE—Plant the seed in July and August under cloth cover, for fall and winter blooming; or in late fall for spring flowering. The seed should be covered very lightly not over $\frac{1}{4}$ inch, and keep cool and damp. When large enough, transplant.

Giant Good Mixed—Pkt. 10c.

SWEET PEAS

CULTURE—Sweet Peas are planted at most all seasons in California. The early-flowering varieties are planted from the first of August till November, when it is best to commence planting the Grandifloras and Spencers, which can be successfully used up till April. But are best if planted during December, January and February. Thus planted they produce the best flowers. Very fair flowers can be had during summer, however.

LARGE WAVED TYPE (Spencer)—Pkt. 10c.
Martha Washington—White margined deep pink. Pkt. 10c.

Princess Beatrice—Deep pink and buff.

Duplet—Rich double cream pink.

Mrs. Routzahn—Apricot and pink and straw color. Pkt. 10c.

Mrs. Chas. Mander—Dark mauve.

Florence Morse—Deep blue, bluish pink.

King Edward—Pure red.

Juanita—Striped lavender.

Pure White—

Ruby—Rich wine.

Truo Countess—Pure pink.

Sutton's Queen—Salmon pink.

Queen Victoria—Black seeded primrose.

Primrose—Pure primrose.

Choice Mixed—A perfect mixture of all colors.

Christmas—Or early flowering type. Pkt. 10c.

La Marquise—Deep blue.

Captain of Blues—

Apple Blossom—Pink.

Beauty Rose—Pink.

Royalty—

Borreaton—Dark Maroon. Pkt. 10c.

Salopian—Deep red.

Pure White—Pkt. 10c.

Choice Mixed—All colors mixed. Pkt. 5c.

Petunia—A splendid race of plants, rich and varied colors, and profuse flowering with their charming and tender looking flowers, they are very beautiful for groups in the open. For pot culture also, Petunias are almost unsurpassed. Sow seed early in spring, scatter thinly on an even surface and barely cover the seed with sand. If intended for the open ground plant out into a frame to be kept till planting-out time. If for pots, pot singly into small pots in strong rich soil mixed with sand and shift as the plants grow larger.

Hybrida Fine Mixed—The best Petunia for massing in beds and borders, yielding a profusion of brilliantly marked flowers. Pkt. 5c.

SWEET WILLIAM

Sweet William (Dianthus Barbatus)—A hardy perennial, blooming the second year from seed. Grows one to two feet high

and bears its flowers in clusters, at the end of a stiff stem. The individual flowers are handsomely colored and marked. It makes a beautiful bedding plant, and is of easy culture. Single mixed. Double mixed. Pkt. 5c.

Wall Flower—These delightfully fragrant flowers are indispensable for every garden. Height 18 inches. Single mixed. Pkt. 5c.

Zinnia—For gorgeous summer and autumn display, there is nothing that can equal in effectiveness the improved, compact-growing, large-flowering Zinnias; grow only 2 feet high and bear flowers of immense size and of the most brilliant colors. Elegant tall mixed. Pkt. 5c.

CLOVER AND GRASS SEEDS

DIRECTIONS FOR MAKING A LAWN

The ground should first be spaded over, or plowed to a depth of 8 or 10 inches, and should then be leveled to the proper grade. A good plan is to let it lay for several weeks and water thoroughly. This will give a chance for many of the weed seeds in the ground to sprout, and these can be hoed off as they come up. After the weeds have been removed, rake the surface with a fine rake, and sow the seed broadcast: Blue Grass seed at the rate of 1 lb. to 200 sq. ft., or White Clover seed at the rate of 1 lb. to 300 sq. ft. When both grass and clover are used, they are generally sown one-third clover to two-thirds Blue Grass. It is better to sow them separately, however, going over the ground first with one and then with the other; as in this way they can be sown more evenly than if the seeds are mixed together. After the seed has been sown, it should be covered with about half an inch of good mulch. This is very essential, especially during the hot weather, as it is necessary that the surface be kept continually moist, giving the seed an opportunity to germinate. The best thing to use for a mulch is thoroughly rotted manure, which has been passed through a fine screen. Great care should be taken in selecting this, and it should be taken from a pile that has been thoroughly heated, so that all the weed seeds are killed. When any other kind of manure is used, it will only bring weed seeds into the lawn. For small lawns, burlap is often used in place of a mulch. This is spread out over the surface of the ground, the watering being done over the burlap, which can be removed after the seed has germinated. Burlap is especially valuable on steep banks or slopes, as it both keeps the surface moist, and also prevents the seed from washing out. Watering a newly sown lawn should be done very carefully, and with a fine spray, and as often as is necessary to keep the surface perfectly moist at all times of the day, until the seed has germinated. After the lawn is five or six weeks old, it will be necessary to weed it, as even with the best of care there are bound to be some weeds produced from seeds which have been lying dormant in the ground or blown in from some vacant lots, etc. This should be done carefully, pulling out all weeds by the roots.

To keep a lawn in good condition it should be fertilized at least once a year with a dressing of a good commercial lawn fertilizer.

Blue Grass (Kentucky)—To meet competition many have added mixtures to give weight and reduce its cost, and thus are able to sell cheaper. We challenge any-

one to show finer or cleaner stock than ours. Ask for price on large amounts. Lb. 30c, postpaid 40c.

Australian Rye Grass—A fine grass for quick lawn; should be sown very thick and will produce a fine lawn, withstanding drought much better than Kentucky Blue and making sod more quickly, but is a little more coarse in its growth. Lb. 15c. Postage extra.

Shady Lawn—A grand grass for sowing under trees, where no other grass will succeed. It makes a beautiful velvety lawn; grows much finer in leaf than Blue Grass and will stand in quite dense shade. Lb. \$1.00.

White Clover—The best variety for lawn purposes, making a fine even lawn. There is a great variety of grades of this seed; some adulterations and others impure, which makes a great difference in price. We are procuring at all times the purest that money can buy. Lb. 70c. Ask for special price on quantities. Postage extra.

Field and Fodder Crops

ALFALFA

CULTURE—The land should be prepared by deep plowing and thorough harrowing, and should be well drained, for Alfalfa will not stand moisture too close to the surface.

It can be either drilled or broadcasted in, and from 15 lbs. to 25 lbs. per acre is required. It is best to sow in the fall, after the first rain, but can also be sown in the spring; but fall sowing is recommended whenever possible.

Our Alfalfa seed is grown out of the State, on high land, and before putting it on sale we determine the purity by government test, although inspection before purchasing may show the seed to be free from fodder. There is no other weed that we are so fearful of, for generally they are in a position to supply seed of most any value the customer may want, although it pays to plant only the best. Prospective customers can secure sample and have tests made free of charge at the Branch Seed Testing Laboratory, University of California, Berkeley, Cal.

Common Alfalfa—Our standard clover is probably the most reliable source of income of any of our field crops. If you have horses you want alfalfa. If you have cattle, hogs or chickens, alfalfa is the main food. You cannot ranch successfully without alfalfa. Write for samples and prices on quantity as the market is constantly changing. Chilian, our common, Alfalfa. Per lb. 25c, by mail 35c.

Peruvian Alfalfa ate. Price per lb. 35c, by mail 45c; 100 lbs. \$26.00. So quickly has the Peruvian Alfalfa become popular that

last year, only the fifth season since its introduction, we sold more seed of the Peruvian than of the Common. Once a grower of Peruvian, always a grower. Many customers that bought last season have already engaged their supply for this season. One large grower has already sowed 2½ tons of Peruvian seed. Another grower has four hundred acres ready, intending to sow Peruvian.

Alfalfa Turkestan—This is considered to be a superior variety to the one generally grown here. It withstands more drought and cold weather, and in addition to this yields a larger amount of foliage of a finer texture. Lb. 40c, postpaid; by express or freight, lb. 30c, 10 lbs. \$2.50. Larger quantities, price on application.

Broom Corn (Improved Dwarf Evergreen)—Used for making brooms, and extensively used on account of its green color and fine long straight brush. It grows about seven feet high. Sow 10 lbs. per acre. Per lb. 10c, 10 lbs. 50c, 100 lbs., at market price.

Egyptian or Jerusalem Corn—Belongs to non-saccharine sorghums. It is considered a good grain for dry sections and seasons. It produces several small heads on side shoots, often as many as eight heads on a stalk. The seed makes excellent chicken food. Plant eight lbs. per acre. Lb. 10c, 10 lbs. 65c, 100 lbs at market price.

Kaffir Corn, White—Grows from 6 to 10 feet high and thrives in hot, dry climates. Makes good fodder for cattle and the seed is used for stock and chicken food. Sown in rows three feet apart, using three to five lbs. per acre. Lb. 10c, 10 lbs. 60c.

Shallu or Egyptian Wheat—A tall-growing sorghum which has many stalks from one root. Sow in rows for grain, using 3 to 5 lbs. per acre, or broadcast, using 30 lbs. for fodder. Lb. 15c, 10 lbs. 80c.

Sugar Cane Sorghum, Early Amber—A good fodder if cut when two feet high. Is nutritious and yields a heavy crop. Sow late in April, using five lbs. of seed per acre in drills, or 25 lbs. broadcast. Lb. 10c, 10 lbs. 75c, larger quantities on application.

Sunflower (Large Russian)—A variety bearing large heads, frequently 12 to 20 inches in diameter and sometimes yielding 1,000 pounds of seed per acre. The seed is used for feeding chickens and parrots. Sow in the open field as soon as danger from frost is over, using three lbs. of seed per acre, sowing in rows five feet apart and thinning to one foot. Lb. 10c, 10 lbs. 85c.



Choice Vegetable Seeds

ARTICHOKE

Alcachofa—Artischoke—Artichaut

CULTURE.—Sow early in spring in beds or drills and the following season transplant 4 feet apart each way.

Large Green Globe.—The standard variety. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.25.

ASPARAGUS

Esparago—Spargel—Asperge

CULTURE.—Soak the seed in warm water for 24 hours and sow in drills 14 inches apart; keep well watered and cultivated. The following winter transplant to rows 3 feet apart, placing the plants 18 inches apart in the row. The ground must be well manured and trenched 2 feet deep or more and the plants should be set so that when established the crowns will be 8 inches under the surface.

Barr's Mammoth.—The largest green variety. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, lb. 85c.

Giant Argenteuil.—A favorite variety in the Paris markets and now in great demand in this country. Of enormous size, tender and of delicious flavor. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 30c, lb. \$1.00.

Palmetto.—The standard market variety, bright green color. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, lb. 75c.

BEANS

Frijoles—Bohne—Haricots Nains

CULTURE.—After danger of frost is over plant in good mellow soil in drills 2 inches deep and 2 feet between the rows, placing the beans 2 or 4 inches apart. One pound will sow 100 feet of row.

BUSH BEANS—Round Green Pod Varieties

Stringless Green Pod.—Pods long, straight, entirely stringless, brittle and of good flavor; early. Pkt. 5c, lb. 45c, postpaid; by express or freight, lb. 35c, 10 lbs. \$2.00.

Canadian Wonder.—Long, flat pods, very tender, prolific, and in flavor and appearance unsurpassed. Pkt. 5c, lb. 40c postpaid; by express or freight, lb. 30c; 10 lbs. \$1.50.

Extra Early Refugee.—A favorite for canning, of good quality, early and prolific. Pkt. 5c, lb. 40c, postpaid; by express or freight, lb. 30c; 10 lbs. \$2.50.

Six Weeks.—A favorite market variety. Pods green, long and tender; very early. Pkt. 5c, lb. 40c, postpaid; by express or freight, lb. 30c; 10 lbs. \$2.50.

WAX OR YELLOW PODDED

Golden Wax.—Pods rather flattened, light yellow, brittle and with few strings. A standard sort and a good producer. Pkt. 5c, lb. 40c, postpaid; by express or freight, lb. 30c; 10 lbs. \$2.50.

Prolific Black Wax.—Pods bright yellow, nearly round; very early and productive. Pkt. 5c, lb. 40c, postpaid; by express or freight, lb. 30c; 10 lbs. \$2.50.

Ventura Wonder Wax.—Pods often 9 inches long, straight, oval, entirely stringless, transparently white, and of finest flavor. Hardy and productive. Pkt. 5c, lb. 40c, postpaid; by express or freight, lb. 30c; 10 lbs. \$2.50.

POLE OR RUNNING BEANS

Kentucky Wonder or Old Homestead.—The this climate. Pods hang in large clusters,

long, brittle and of fine quality. Pkt. 5c, lb. 30c, postpaid; by express or freight, most productive and best pole bean for lb. 20c; 10 lbs. \$1.50.

Kentucky Wonder Wax Bean.—It commences to bear when scarcely higher than the average bush variety, and keeps on producing until killed by frost. Pkt. 5c, $\frac{1}{2}$ lb. 20c, lb. 35c prepaid, 10 lbs. \$2.50 f. o. b. here.

White Seeded Kentucky Wonder.—A variety of recent introduction possessing all the good qualities of the old variety of that name, but having white seed. Pkt. 5c, lb. 35c, postpaid; by express or freight, lb. 25c; 10 lbs. \$2.00.

Horticultural or Speckled Cranberry.—An old favorite sort. Pods light green streaked with red. Good as a snap bean or shelled, green or dried. Pkt. 5c, lb. 30c, postpaid; by express or freight, lb. 20c; 10 lbs. \$1.75.

Arbor Bean.—One of the very best of beans to plant where one wants an exceptionally quick growth over arbors, trellises, etc., often attaining a growth of twelve feet in two months. The pods, like those of the Scarlet Runner bean, make excellent string beans, but should be taken young and sliced before cooking. Pkt. 5c, $\frac{1}{4}$ lb. 20c.

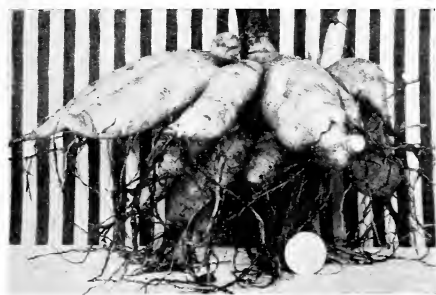
Scarlet Runner.—Ornamental as well as a good table vegetable. Pkt. 5c, $\frac{1}{2}$ lb. 25c, lb. 40c. Prepaid.

LIMAS, BUSH VARIETIES

Burpee's Bush Lima.—This bean is very popular with the market gardener in all irrigation districts because it is earlier and more easily grown. There are no vines



ATASCADERO BEANS



in the way when irrigating and cultivating. It is enormously prolific and keeps bearing a long time. Per pkt. 5c, $\frac{1}{2}$ lb. 20c, lb. 30c, prepaid; 10 lbs. \$1.75 f. o. b. here.

Fordhook Bush Lima—In order to get the best results, plant two feet apart in rows $3\frac{1}{2}$ feet apart. Although this bean has been offered for several years, it is comparatively a new variety. It is an improvement over the well known bush Lima because it is more prolific. It is a strong grower, more resistant to blight, and is more profitable to grow for the market because the pods remain green. This is of great advantage to the peddler, retailer and shipper. It has received universal praise. We recommend it to our customers for both home and market gardens. Pkt. 5c, $\frac{1}{2}$ lb. 20c, lb. 35c prepaid; 10 lbs. \$2.00 f. o. b. here.

Monstrous Bush Lima—This would better be called Monstrous Vining Lima because the runners often grow to twenty feet or more in length, producing clusters of enormous beans at each joint or node. Individual pods are from one and a quarter to two inches wide, containing beans larger than a fifty-cent piece. The Monstrous Lima makes such a vigorous growth that it is not profitable to plant them closer than eight feet apart, thus it requires only four or five pounds of seed to plant an acre. It takes the Monstrous Lima about five months from seeding to time of picking, so it is advisable to get them planted at least by May first. They are excellent both as green shelled or dry beans. Pkt. 10c; lb. 40c, postpaid. By express, lb. 30c; 10 lbs. \$2.50.

King of the Garden—Very prolific; large and desirable, both for the home garden and for the market gardener. Per pkt. 5c, $\frac{1}{2}$ lb. 20c, lb. 30c prepaid; 10 lbs. \$1.60 f. o. b. here.

BEETS—Table Varieties

CULTURE—Beets are an all the year round crop in Southern California. However some varieties do better at certain seasons of the year as one will see by reading the description of the varieties which we offer as being the best for local conditions. Sow in drills 12 to 15 inches apart and when 3 to 6 inches high thin out to 4 or 6 inches in the row. Beets should be grown in light rich loam soil well worked. Water once a fortnight during cool weather and once a week during the warmer months. One ounce will sow 50 feet of drill.

CROSBY'S EGYPTIAN

The Earliest Beet in the Market—A selec-

tion from that standard market beet, Early Egyptian, which retains the earliness of the parent stock and has added thickness, giving it a more desirable shape. It is the deepest red, almost black in color, and is of finer quality than the Egyptian, being sweeter and even more tender and smoother. The most desirable sort for small beets for early market, as it is in presentable market shape quicker than any of the others. Selected stock. Plant from September to May. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 40c, lb. \$1.25.

Blood Turnip—Of large growth. Flesh very firm and retains its blood-red color when cooked. On account of its tall leaves it is a favorite summer beet with market gardeners. Per pkt. 5c, per oz. $7\frac{1}{2}$, per $\frac{1}{4}$ lb. 35c, per $\frac{1}{2}$ lb. 60c, per lb. \$1.00.

BASSANO

Bassano Beet excels all other varieties for table use. Its delicious flavor, entire absence of fibre, smooth symmetrical shape and small root puts it in a class by itself for all-round good qualities. The market gardeners have recognized this for years, and many will have no other. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 35c, $\frac{1}{2}$ lb. 60c, 1 lb. \$1.00, postpaid.

TABLE BEETS

Burpee's Columbia—A superb early main-crop beet. The smooth, clean roots grow three to four inches in diameter. Flesh deep blood-red, tender, and of rich flavor. The beets are ready for use almost as quickly as the extra early sorts, and of better quality. It retains its fine quality until the roots have reached full size. Foliage is comparatively small, of a rich bronze color. Seed scarce. Pkt. 10c, oz. 20c; $\frac{1}{4}$ lb. 50c, per lb. \$1.75, postpaid.

White Swiss Chard—Grown for its leaves only; one of the best early greens. Cook the leaves as you do spinach and the stems in cream as asparagus. Leaves grow to enormous size, 20 inches to 2 feet in length. The plant is almost perpetual if kept trimmed, but it is better to have a new crop every year. The tender leaves make it a desirable plant for poultry greens; much more desirable than alfalfa, because it can be grown with less care and in any convenient place about the premises. Try it for your hens. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, $\frac{1}{2}$ lb. 60c, lb. \$1.00, postpaid.

STOCK BEETS

Write for price when a quantity is wanted. Read inside front cover page.

CULTURE—May be sown from October to May in drills three feet apart. Thin out to stand six inches apart in rows. Keep well cultivated; 8 lbs. of mangle, or 10 lbs. of sugar-beet seed will plant an acre.

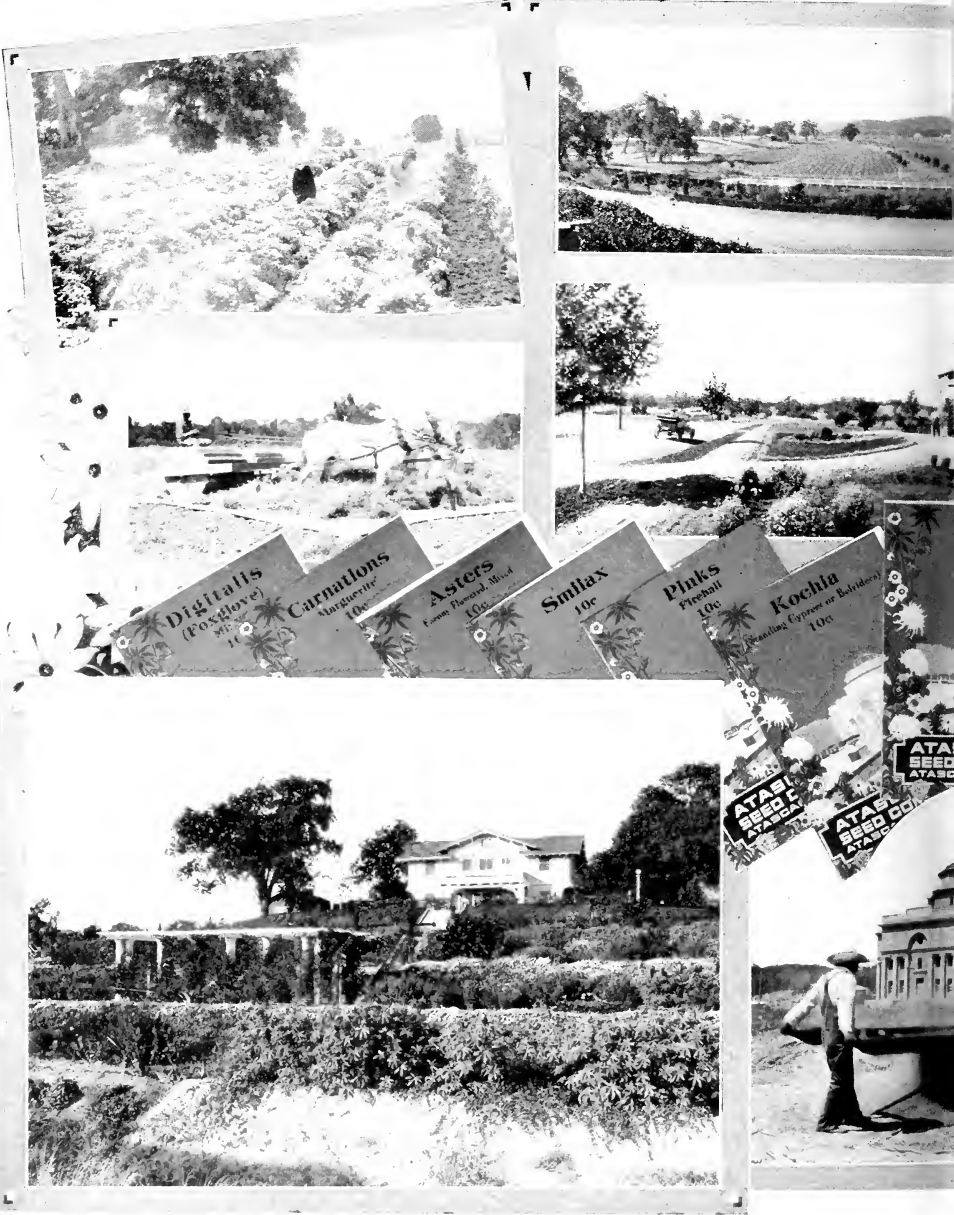
Golden Tankard Mangel—Contains less water and more sugar than any other mangel. Pkt. 5c, oz. 10c, lb. 50c, postpaid.

Improved Mammoth Long Red—Yields immense roots and succeeds well on light soil. Oz. 10c, lb. 50c, postpaid; by express or freight, lb 40c; 10 lbs. \$3.50.

SUGAR BEETS

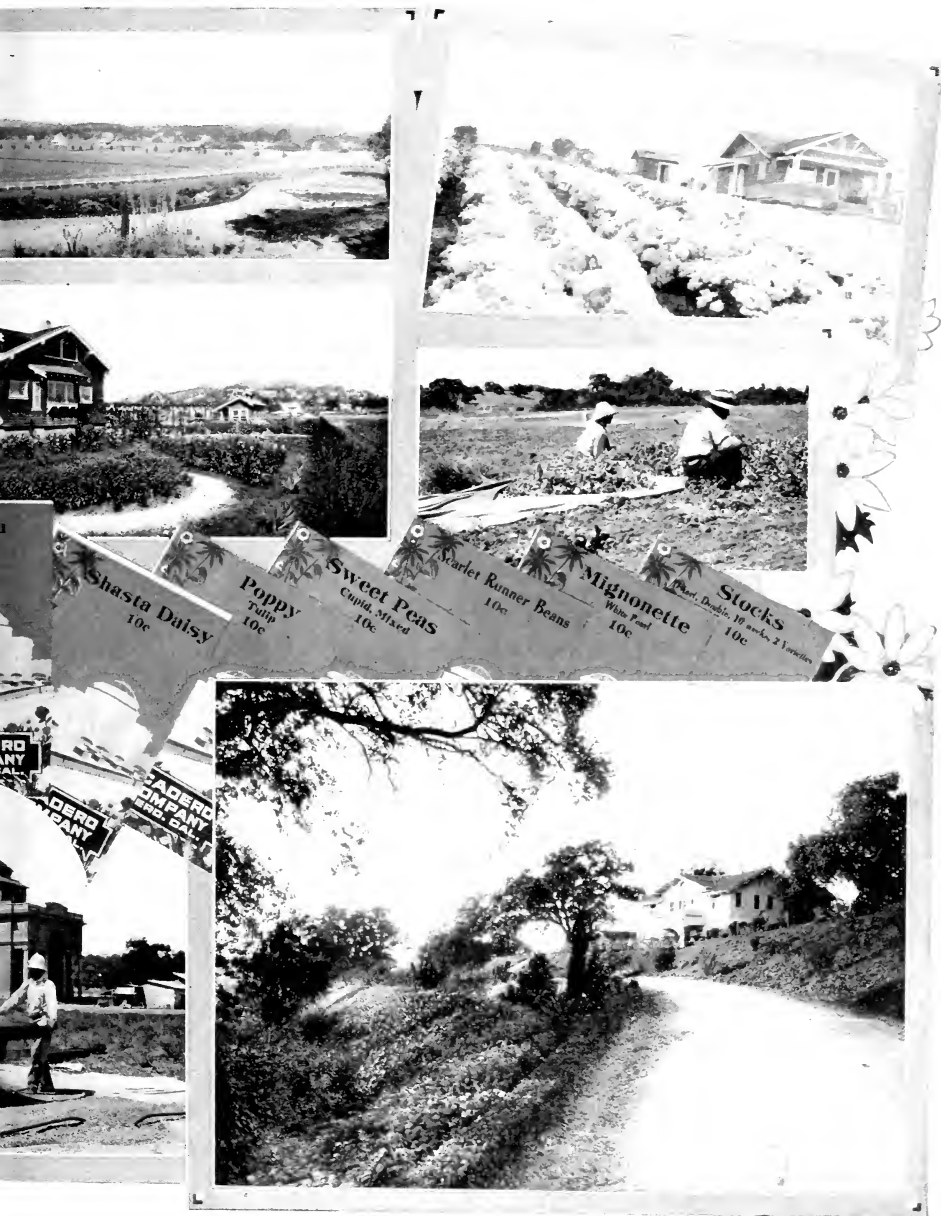
Culture—Sow in drills 18 to 24 inches apart and thin out to 1 foot in the rows. Fifteen pounds per acre.

ATASCADERO



Top, left corner—Five acres of Bachelor Buttons. Top, center—Valley of the Flower Seed Farms, Atascadero. Top, right—A Seed Farm in blossom. Center, left—Threshing Sweet Peas. Center—A model Atascadero Seed Farm, Central

SEED FARMS



Valley. Center, right—Harvesting Nasturtiums. Bottom, left—Headquarters House flower terraces. Bottom, center—Winnowing Poppy Seeds; administration building in the background. Bottom, right—Headquarters House from the highway.

Klein Wanzleben—(Sugar Beet). This variety is without question the best in cultivation. Not the largest in size, but the richest in saccharine.

Giant Half Sugar Rose—This unites the large size of the mangel with the greater feeding value of the sugar beet. The roots average ten to twelve inches, and the outline is that of a broad thick wedge. The upper portion is of a soft bright pink, shading lighter toward the bottom where the lower portion for about one-third the length is white. The flesh is pure white, firm, crisp and very sweet. Highly recommended for stock purposes. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 20c, lb. 50c, postpaid.

BROCCOLI

CULTURE—Sow seeds in beds or rows in well prepared soil. When 8 or 10 inches high transplant to permanent place $1\frac{1}{2}$ to 2 feet apart in rows 3 feet apart.

Matchless White—This variety is quite early and will follow closely the large headed varieties of Cauliflower sown the same time. Pkt. 5c, oz. 30c.

BRUSSELS SPROUTS

CULTURE—Sow in seed beds at intervals for succession. The early varieties in August and each month following until April. The Drumhead varieties sow in spring for late crop. Transplant when large enough to rows $2\frac{1}{2}$ feet apart and $1\frac{1}{2}$ feet in the rows for the early sorts, and 3 feet apart each way for the late varieties. Take care to set the stems in the ground up to the first leaf. Cabbage requires a rich, well-manured soil and should be hoed or cultivated frequently, drawing the soil slightly up around the stems. One ounce will sow a bed of 40 square feet and produce 2000 plants.

Dwarf Improved—Produces on the stem compact sprouts resembling miniature cabbages. A delicious vegetable; always commands a high price because of its scarcity. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 50c, postpaid.

CABBAGE

Repollo—Kopfkohl—Chou Pomme

CULTURE—Sow in seed beds at intervals for succession. The early varieties in August and each month following until April. The Drumhead varieties sow in spring for late crop. Transplant when large enough to rows $2\frac{1}{2}$ feet apart and $1\frac{1}{2}$ feet in the rows for the early sorts, and 3 feet apart each way for the late varieties. Take care to set the stems in the ground up to the first leaf. Cabbage requires a rich, well-manured soil and should be hoed or cultivated frequently, drawing the soil slightly up around the stems. One ounce will sow a bed of 40 square feet and produce 2000 plants.

Early Winnigstadt—The favorite market variety, both for shipping and local sale. Heads cone shaped, solid, of good size and for quality unsurpassed. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.25.

Large Late Flat Dutch—The standard sort for late crop. A large, sure header. Per pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, $\frac{1}{2}$ lb. \$1.25, lb. \$2.00, postpaid.

Red Drumhead—For pickling; large, deep red color. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.25.

Autumn King, or Worldbeater—A beautiful winter variety of vigorous growth and extra large. Solid heads of bluish-green. Pkt. 5c, oz. 30c, $\frac{1}{4}$ lb. 90c, lb. \$3.00.

Chinese Cabbage—Forms long, compact heads, in appearance more like a Cos lettuce than a cabbage. Leaves thick and fleshy, of fine flavor. Pkt. 10c, oz. 60c, $\frac{1}{4}$ lb. \$2.00.

Atascadero Allhead is the earliest of all large cabbage, and considerably larger than any other early summer cabbage that is equally as early. The deep flat heads are remarkably solid and the most uniform in color, form, and size of any variety. The hard heads grow so free from spreading leaves that fully one thousand more heads than usual with large cabbage can be obtained to the acre. It is really an all-the-year-round cabbage, being equally good for winter,—see note below the illustrations. Per pkt. 10c, oz. 35c.



ATASCADERO PRIZE-WINNING
CAULIFLOWER

Atascadero Cauliflowers grown by a resident this season won the highest awards at the Upper Salinas Valley Exposition.

CAULIFLOWER

Coliflor—Blumenkohl—Choufleur

Cauliflower is grown in large quantities. Southern California ships thousands of cars

annually from November to April during each season, and the returns are of a very satisfactory nature. This industry is on a solid basis and growing each year. Do not plant cauliflower seed between March first and June first in Southern California, as the hot weather in summer is almost sure to destroy any cauliflower that is advanced so far as to begin heading.

CULTURE—Prepare the soil as for cabbage. Seed may be sown from June to the following March. Transplant when the plants are six or seven weeks old. When the stems have become hardened in the bed they will be likely to head prematurely. Set out the plants 18 inches apart, in rows of three feet apart. Cauliflower should be kept growing constantly, as it may be injured by a check in any period of its growth, and go to seed, hence irrigate freely. One ounce of seed produces 2,000 plants; six ounces to plant one acre.

Veitch's Autumn Giant—A large, late variety which thrives well in this section. The heads are solid, compact and well protected by the foliage. Pkt. 10c, oz. 80c, $\frac{1}{4}$ lb. \$2.50.

California Wonder—Dry weather.

Early Snowball—The most popular variety, very early and reliable header. Pkt. 25c, $\frac{1}{4}$ oz. 75c, oz. \$2.50, $\frac{1}{4}$ lb. \$8.00.



ATASCADERO CARROTS

CARROT

Zanahoria—Moehre—Carotte

CULTURE—The soil best suited for this crop is a light, rich loam. Sow any time from September to end of May in drills 15 inches apart, covering the seed lightly. When the plants are large enough thin out to 5 to 6 inches apart in the rows. One ounce will sow 150 feet of drill. Three pounds per acre.

Oxheart or Guerande—The favorite table sort, often called "French Carrots." Roots about 5 inches long and 4 or 5 in diameter at the top, stump rooted, easily pulled and best for heavy soils. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Danver's Half Long—A standard variety. Roots about 6 inches long, rich orange color, very symmetrical and handsome. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Chauteney—The sweetest of all carrots, is of good shape and cylindrical, very smooth, and grow about six inches long; the flesh is entirely red, and very sweet.

Improved Long Orange—A deep orange colored variety. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 45c, lb. \$1.25.

CELERY

Apio—Sellerie—Celeri

CULTURE—Sow the seed from January to May in drills twelve inches apart, not too thick

in the row to secure stock plants. In July when the plants are strong, transplant to furrows four feet apart and six inches deep. Set the plants six inches apart in the furrow; as the plants grow, fill the soil around them for proper blanching.

California Giant White Plume—We have now the grandest strain of White Plume Celery ever offered to the market gardener. It is indeed a curiosity to all visitors to the market, as you will believe when you know a bunch of 12 stalks weighs 64 pounds, is solid and crisp with a decidedly salty flavor derived from the alkaline soil in which it was grown. On the peat lands it attains its highest perfection. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. \$1.00, lb. \$3.00, postpaid.

Golden Self Blanching—(Cal. grown). This Celery seed is grown from French grown stock and gives the same fine celery that it produced from the above French grown seed except that it grows a little larger. This is excellent for home gardens or local market. Pkt. 10c, oz. 60c, $\frac{1}{4}$ lb. \$2.00, lb. \$6.00.

GIANT PASCAL

282 Giant Pascal—A splendid keeper. Pkt. 5c, oz. 20c, $\frac{1}{4}$ oz. 75c, lb. \$2.50.

CELERIAC

Or Turnip Rooted Celery

Grown for the edible root and not for greens. Start seed like celery and transplant to garden. Blanching is not necessary.

Giant Smooth Prague—Celeriac forms a good, thick root, as much as four inches in diameter and nearly globular. Makes a most delicious flavored salad. Pkt. 5c, oz. 20c; $\frac{1}{4}$ lb. 60c; lb. \$1.75.

CORN

Maiz—Welsckorn—Mais

SWEET OR SUGAR

CULTURE—Sow any time from March to end of June, in drills or hills. The smaller varieties may be planted in drills 3 feet apart and 1 foot apart in the rows, or in hills 3 feet apart each way, covering the seed about 2 inches. The taller varieties, 4 feet by 15 inches, or in hills 4 feet apart each way. Corn thrives best in a rich, warm soil; use some well rotted manure, and cultivate well so as to keep the ground loose, and draw it up slightly around the roots.

Oregon Evergreen—This is without doubt the best sweet corn ever grown, and is a great favorite among market growers in this section. It is very productive, bearing long, well-filled ears, and is of a particularly fine flavor. Many varieties of sweet corn do not thrive as well in California as in the East, and it has sometimes been said that good sweet corn is not to be had here. This variety, however, seems particularly adapted to our local conditions, and produces ears of the very finest quality. Pkt. 5c, lb. 25c, postpaid; by express or freight, lb. 15c, 10 lbs. \$1.25.

Golden Bantam—An extra early dwarf variety. Ears of medium size, thickly set with rich yellow kernels of a most delicious flavor. This variety has become a general favorite on account of its earliness, hardness and extra fine quality. Pkt. 5c lb. 30c, postpaid; by express or freight, lb. 20c, 10 lbs. \$1.50.

Stowell's Evergreen—The standard late variety for home and market use. Grows tall and remains green longer than any



other sort. The ears are large and grains exceedingly deep and sweet. Pkt. 5c, lb. 25c, postpaid; by express or freight, lb. 15c, 10 lbs. \$1.25.

Country Gentleman—One of the most delicious and sweetest of all the sweet corns. A main crop variety. It is extremely productive, its stock averaging three ears and sometimes as many as five. Pkt. 5c, lb. 30c, by mail; lb. 20c, 10 lbs. \$1.25, by express or freight.

CHICORY

Achicoria—Cichorie—Chicoree

CULTURE—Sow in spring in deep, rich soil, in drills 18 inches apart, covering the seed lightly. When the plants are large enough thin out to 8 inches apart in the rows. One ounce will sow 100 feet of drill. Much used by the French as a salad.

Large Rooted—Roots are dug up in the fall, dried, cut in thin slices, roasted and ground; are used largely as a substitute for coffee. Pkt. 5c, oz. 15c, ¼ lb. 40c, lb. \$1.25.

WATER CRESS

Berro—Brunnenkresse—Cresson de fontaine

CULTURE—Sow the seed by the side of running water or in a damp place.

Water Cress—Pkt. 10c, oz. 35c, ¼ lb. \$1.00, lb. \$3.50.

CHERVIL

Perifollo—Kerbel—Carfeuil

CULTURE—Sow early in the spring beds or drills, and when large enough transplant about 1 foot apart. Used for flavoring soups and stews and also for garnishing.

Curled—The standard variety. Pkt. 5c, oz. 10c, ¼ lb. 35c, lb. \$1.00.

COLLARDS

Note—Prices listed are postpaid.

CULTURE—Prepare the soil as for cabbage. Seed may be sown from June to the following March. Transplant when the plants are six or seven weeks old. When the stems have become hardened in the bed they will be likely to head prematurely. Set out the plants 18 inches apart in rows of 3 feet apart. Cauliflower should be kept growing constantly, as it may be injured by a check in any period of its growth, and go to seed; hence, irrigate freely. One ounce of seed produces 2,000 plants; six ounces to plant one acre.

True Georgia—The well known large variety; grows four to five feet high; forms large, loose head; leaves purplish. Pkt. 5c, oz. 10c, ¼ lb. 25c, 1 lb. \$1.00.

CHAYOTE

Chayote—A climbing plant, related to the cucumber family. A very rank growing vine—used for covering fences, arbors or sheds. It grows over thirty feet in a season, with good dense foliage, and immensely productive. One plant will produce over 150 pounds of fruit. A deciduous vine in this climate. The fruit is one seeded and is planted entire without cutting, weighs about one pound each, and is served in many ways. Fried as Egg Plant. Cooked like Summer Squash or used as a salad and considered a great delicacy by all who have used it properly. We will be able to supply from January to April. Fruits 15c each, 6 for 75c by express; or 25c each by mail. Rooted plants 20c each; 10c extra by mail.

Methods of Cooking

To the ingenious cook, this appetizing vegetable is a great find. The following are a few suggestions that can be experimented with to suit the individual taste:

1. Fried like onions: Sliced very thin and fried with quantity of onion, in bacon drippings, is both a quick and good manner of preparation.

2. Breaded: Also to boil until tender; slice, dip in egg and cracker crumbs and try it.

3. Roasted: Halve lengthwise, remove seed, salt well, and bake in roasting pan with meat.

4. Boiled dinner. Cook with old-fashioned boiled dinner as you would carrots or turnips.

5. A salad: Boil in salted water until tender; cool, cut in cubes, mix with chopped celery and nuts, using any preferred salad dressing.



CUCUMBER

Pepino—Gurke—Concombre

CULTURE—As soon as the weather becomes warm and settled commence sowing for the early crop; later plantings may be made up until August. Select good, rich, mellow soil, and sow in hills 4 feet apart each way, 8 to 10 seeds in a hill, covering 1 inch deep with well pulverized soil. After danger from insects is over, thin out to the four strongest plants. One ounce will plant 50 hills, or 2 pounds to one acre.

Arlington White Spine—A favorite for early crop, coming two weeks earlier than the White Spine. Very uniform in shape and productive. Pkt. 5c, oz. 15c, ¼ lb. 35c, lb. \$1.25.

Improved Long Green—A standard sort, 12 to 16 inches long, dark green, firm and crisp. Pkt. 5c, oz. 15c, ¼ lb. 35c, lb. \$1.25.

CUCUMBERS—(Continued)

Fordhook Famous Cucumber—Extra long, white spine cucumber. Vines produce an enormous crop. 12 to 18 inches long; always straight.

Chicago Pickling—Is the most popular pickle variety in use about Chicago. Medium sized, dark green. Pkt. 5c, oz. 10c, ¼ lb. 30c, lb. \$1.00.

KLONDIKE CUCUMBER

Klondike—A white spine variety, very dark green when young, and medium early. It maintains its dark green color longer than other white spine varieties and runs uniform in size and shape. It is very popular as a shipping variety. Pkt 5c, oz. 15c, ¼ lb. 35c, lb. \$1.25.

Lemon—A cucumber which you can eat fresh from the garden like a radish is a novelty. Lemon cucumbers are little, round and delicious. They are eaten just that way. Pkt. 10c, oz. 25c, ¼ lb. 75c, lb. \$2.00.

ENDIVE

Escarola o Endibia—Endivien—Chicoree
White Curled Endive

CULTURE—May be sown in drills 15 inches apart any time during the year. When a few inches high, thin out the plants to 10 inches apart, or transplant to other rows.

Moss Curled White—Does not need blanching, the midribs being naturally of a pale golden yellow, and the finely cut and curled leaves almost white. Pkt. 5c, oz. 15c; ¼ lb. 50c, lb. \$1.50.

EGG PLANT

CULTURE—Sow seed in hot bed early in spring. Transplant to boxes when third or fourth leaf appears, always keeping the plants from frost. When danger of frost is past, set plants in field or garden, giving them at least two feet each way.

New York Improved—Finest variety yet produced. Pkt. 10c, oz. 40c, ¼ lb. \$1.25, lb. \$4.00.

Black Beauty—Fruit large, symmetrical in shape and uniformly of a rich dark purple color. Fruit matures a little earlier than our New York Improved, but are not quite as large. Pkt. 10c, oz. 50c, ¼ lb. \$1.75, lb. \$5.00.

GOURDS

CULTURE—Gourds are tender annuals, of trailing or climbing habit. The seed should not be planted until the ground is warm. Plant in hills and cultivate as cucumbers. Leave only three or four plants in a hill, and allow the vines to ramble or train over a trellis.

Dipper—A well known and useful gourd. When grown on the ground the stem is much curved; but on a trellis the weight of the fruit makes the stem straight. This gourd is very much in demand. Pkt. 10c, oz. 25c.

Mixed Gourds—Per pkt. 5c.

HERBS

Herb Seeds—(Sweet, Pot and Medicinal.) A few herbs should be grown in every garden, only a small space being necessary to grow sufficient for family use. Sow the seed in the spring, and harvest on a dry day just as plants come into full bloom. Tie them up in small bunches and when thoroughly dried wrap up in

paper and place in an air-tight vessel, where they will keep until required. Each, per pkt. 5c.

Anise, has useful medicinal properties.

Balm, highly popular; used for balm tea or balm wine.

Basil, Sweet, used for highly seasoned dishes.

Borage, should be grown by every bee-keeper.

Caraway, largely used for flavoring.

Corlander, useful culinary plant; used in confectionery, etc.

Dandelion, for medicinal purposes.

Dill, used to flavor pickles, etc.

Fennel, very aromatic and fine for flavoring.

Horehound, fine tonic properties, valuable for cough remedies.

Hyssop, valuable for medicinal purposes; the dried flowers make hyssop tea.

Lavender, highly esteemed aromatic herb, with a delightful fragrance.

Marjoram, Sweet, one of the most largely used herbs for seasoning.

Pennyroyal, well known and popular.

Peppermint.

Rosemary, an aromatic herb, sweet scented.

Savory Summer, excellent for seasoning.

Savory, Winter, excellent for seasoning; for winter use.

Sage, the leaves and tender tops are largely used in stuffing and in sauces.

Sorrel—Large leaves used like spinach. Pkt. 5c, oz. 15c, ¼ lb. 40c.

Tansy.

Tarragon.

Thyme, for seasoning; the most popular of all herbs.

Wormwood, of great value for its medicinal properties.

KALE OR BORECOLE

Col—**Blaetterkohl**—**Chou Vert**

CULTURE—Sow the seed in beds from July to March; when large enough, transplant to rich, mellow ground and cultivate same as Cabbage. One ounce of seed will produce 2000 plants.

Tall Green Curled Scotch—Grows from 1½ to 2 feet high; the variety most generally used. Pkt. 5c, oz. 10c, ¼ lb. 35c, lb. \$1.00.

Dwarf German Kale—German Green or Sprouts. The leaves are curly, bright green, very tender and delicate flavor. Pkt. 5c, oz. 10c, ¼ lb. 35c, ½ lb. 60c, lb. \$1.00, postpaid.

KOHL RABI

CULTURE—Seed may be sown every month in the year. Drill on ridges same as beets. (See page 5). Thin to three inches apart. An ounce of seed will produce 2000 plants.

Early White Vienna—The earliest sort, very tender, excellent for table use. Pkt. 5c, oz. 20c, ¼ lb. 65c, ½ lb. \$1.00, 1 lb. \$1.75, postpaid.

LEEK

Puerro—**Lauch**—**Poireau**

☞ **Note**—Prices listed are postpaid.

CULTURE—Sow at any time in drills one foot apart and one-half inch deep, in light, rich

soil, liberally manured; thin the plants to ten inches. One ounce of seed will sow about 100 feet of drill.

American Flag—A large and strong plant; hardy. Pkt. 5c, oz. 20c, $\frac{1}{4}$ lb. 65c, 1 lb. \$2.00.

LETTUCE

Smooth and Curled Leaved Varieties

CULTURE—In California and similar climates lettuce can be sown all the year round. All varieties attain their highest perfection during the months from November 1st to June 1st. It requires about three and one-half months from seed to maturity. Smooth leaved varieties seem to head better during the summer months than the curled varieties. To attain the best results, lettuce requires a very loose, loamy soil. Planted in double rows, on ridges about 15 inches apart, 10 inches apart in the row. Irrigate not less than once a week during the dry season. **Be sure to cultivate after each irrigation.** Use Wizard Fertilizer.

Prizehead—Forms large, loose heads, remaining crisp and tender a long time; leaves slightly tinged with red. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 30c, lb. \$1.00.

Iceberg—A large-heading variety; crisp and brittle, and color bright green, lightly tinged with brown on top of the head; leaves curled on the edges. Pkt. 5c, oz. 20c, $\frac{1}{4}$ lb. 60c, lb. \$1.75.

Hanson—A fine, large-heading variety. Leaves curled on the edges; light yellowish green in color. The head is crisp and brittle and flavor excellent. Is the very best house garden variety in existence, and much the finest variety of its class. Hanson is similar to the famous Los Angeles lettuce listed below, but is larger and lighter green; an extra fine sort. Allow 12 inches for each head. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 45c, lb. \$1.50.

Big Boston—Very large, smooth-leaved solid-heading variety; grown more extensively throughout the East and South than any other. It is congenial to all climates, and while a fairly good shipper, it cannot compare in this respect with the solid-heading New York Special variety, but in flavor it probably excels all others. An excellent all-year-round lettuce.

California Cream Butter—This lettuce is similar to the Big Boston. Is a good shipping variety. One gardener sold from one-half acre of this lettuce nearly three hundred dollars worth. It is of good flavor and beautiful in appearance. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 30c, $\frac{1}{2}$ lb. 60c, lb. \$1.00, 5 lbs. \$1.50, postpaid.

Wonderful—One of the most popular lettuces on the Los Angeles market. It makes a larger and flatter head than the New York Special, with which it is sometimes confused. Head very solid, crisp and buttery; green outside but white inside. This lettuce should not be sown before October nor after March, as it will not head during warm weather. Pkt. 5c, oz. 20c, $\frac{1}{4}$ lb. 70c, lb. \$2.00.

Black Seeded Simpson—This is a very popular variety as a loose leaf lettuce. The leaves are large, thin, very tender, and of very good quality. It is one of the best sorts for under glass as well as for early outdoor planting. Lb. \$1.00, $\frac{1}{2}$ lb. 30c, oz. 10c, pkt. 5c.

Los Angeles or New York—A large, crisp, tight-heading lettuce which is a great favorite in the markets of Los Angeles and San Francisco. This is a lettuce much raised around New York whence

its name was taken. The quality is the finest and is an excellent lettuce for the garden. Pkt. 5c, oz. 30c, $\frac{1}{4}$ lb. 80c, lb. \$2.75.

MELON—MUSK

Melon Almizeleno—Cantalupen—Muscade

CULTURE—May be planted from March to end of June. Select light, warm soil and plant in hills 6 feet apart each way, from 6 to 8 seeds in a hill and 1 inch deep. When large enough, thin out to the three strongest plants. One ounce will sow about 100 hills.

Rocky Ford—Slightly oval in shape, finely netted, very regular and even in size, weighing about $1\frac{1}{2}$ pounds; flesh light green in color and of delicious flavor. A popular early sort, named after Rocky Ford, Colorado, but now grown in immense quantities in the Coachella and Thermal districts, producing the earliest melons in the United States and shipped East by the carload. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 30c, lb. \$1.00.

Burrell's Gem or Defender—Many like a fine grained, smooth, salmon-red fleshed muskmelon. Such a one is Defender, the best of this sort; medium sized, oval; deeply netted and of an entirely distinct and delicious flavor. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 45c, lb. \$1.25.

Large Hackensack—Round, flattened at the ends, skin green and thickly netted; flesh green and of a rich, sugary flavor. Very popular among market growers, and sometimes called Turk's Cap. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 40c, lb. \$1.25.

Tip Top—One of the best known of the deep yellow or salmon flesh varieties. The fruits are large, nearly round, slightly ribbed and lightly netted over a light yellow skin. Very highly flavored and gives general satisfaction. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 45c, lb. \$1.50.

CASSABA MELON

SPECIAL SELECT CASSABAS

Winter Pineapple—This is the original variety of the Cassaba (and has been a favorite ever since) first grown here. It is the wrinkled green one with somewhat of a cucumber flavor; it is being used very extensively for shipping East for the holiday and winter trade. When well packed with straw in crates they arrive at destination in fine condition. Pkt. 10c, oz. 20c, lb. \$2.00.

Golden Beauty—This variety is now grown more extensively throughout California than any other cassaba because of its beautiful appearance, excellent shipping qualities, and delicious flavor. It is the cassaba that made all California famous, as well as adding a million dollars to the wealth of the state each year. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, $\frac{1}{2}$ lb. \$1.35, lb. \$2.50, postpaid.

Armenian—A fine melon of delicious flavor between the Hybrid Cassaba and Muskmelon. The Armenian Melon was brought here from the Holy Land by parties traveling there who were favorably impressed with its excellent flavor and good appearance. It has the shape of the Montreal Market, lightly netted with a dark green skin but with the keeping qualities of the Cassabas. We can fully recommend this melon and advise a trial of it at least. Pkt. 10c, oz. 30c, $\frac{1}{4}$ lb. \$1.00.

White's Favorite—A round yellow rind Summer Cassaba of considerable merit. Ear-

lier than the other Cassaba and is handled the same as Muskmelons. Pkt. 10c, oz. 30c, $\frac{1}{4}$ lb. \$1.00, lb. \$3.00.

Christmas or Santa Claus—This is the oblong mottled melon, which has become so popular throughout the southwest. It is being shipped all over the United States during late fall and winter months. The rind or shell is hard and about one-eighth of an inch thick. The flesh is light. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.50.



WATERMELONS

CULTURE—Drop 8 or 10 seeds 10 feet apart in deep furrows. When the plants are late enough, thin out, leaving two vines to the hill. Draw the soil about the plants until the roots are 8 to 10 inches below the surface.

For Melon Blight—Mr. Van Norman of San Gabriel says: "Cover the centers where the blight first appears, with oil. It gives new life to the vines and prevents the spread of the blight."

Black Seeded Angelino—The melon for the hotel and restaurant trade. We have only a few pounds of seed. Pkt. 10c, oz. 30c, $\frac{1}{4}$ lb. \$1.00, $\frac{1}{2}$ lb. \$1.75, lb. \$3.00, postpaid.

Kleckley's Sweet—This is a good shipping melon. It is of medium size, a very green rind, with deep red flesh of delicious flavor. Our seed positively cannot be excelled. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 30c, $\frac{1}{2}$ lb. 60c, lb. \$1.00, 5 lbs. \$4.75, postpaid.

Rattlesnake—Has long been a popular melon with shippers. It is a long melon, having a white rind, with dark green stripes. Flesh of excellent flavor. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 35c, $\frac{1}{2}$ lb. 60c, lb. \$1.00, postpaid.

Black Seeded Chilean—Preferred because of its earliness, short crop and black seed, which gives it preference at restaurants, hotels and cafeterias. All Chileans are good regardless of the color of the seed, but the Black Seeded one is planted for early. Price of all Chileans. Pkt 5c, oz. 10c, $\frac{1}{4}$ lb. 35c, $\frac{1}{2}$ lb. 60c, lb. \$1.00, 5 lbs. \$4.75, postpaid.

Klondyke or Pasadena—Has certainly won favor in the San Gabriel Valley, but seemed to have failed in the coast melon district. This melon is oblong, of dark green rind with bright red flesh, very crisp, and as sweet as sugar. This melon has taken the market at Pasadena and other foothill towns. Pkt. 10c, oz. 20c, lb. \$2.00.

MUSHROOMS

One of the most profitable crops for the outlay that can be grown. The market is sure, because the supply never equals the demand. Mushrooms can be grown in any dark room or cellar where the temperature can be kept at 57 to 75 degrees. The main condition in mushrooms growing are proper and uniform temperature and very rich soil. One pound of spawn is sufficient for a bed 2x8 feet. We have the very best spawn ob-

tainable. If interested, write for circular. **Pure Culture Spawn—Brandywine**—Put up in bricks. Per brick, 25c; by mail 40c.

MUSTARD

White—Better for salad or culinary purposes. Pkt. 5c, oz. 10c, lb. 40c, postpaid.

CITRON

Citron, Green Seeded or Colorado Preserving—An oblong dull green variety about 18 inches long. The flesh is green with green seeds and is used largely for stock feeding. A common plan is to split them open with an axe and feed them to cattle in the field. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 20c, lb. 60c.

ONIONS

CULTURE—No crop is so liable to variations by cultivation and soil as the onion. Having rich soil with too much irrigation will produce thick-necked scallions, while the same soil well drained would produce the finest onions. A sandy loam well fertilized is best.

Either drill the seed thinly in rows 14 inches apart, or sow the seed in seed beds, and when the plant is as thick as a straw, transplant on ridges; set two rows on each ridge and four inches apart in the row. See page 17.

Irrigate in the furrow between the ridges to avoid flooding the onion, which causes the onion to perish readily, rendering it unfit to ship or to keep.

To succeed in growing onions it is highly important to make a proper selection of seed suitable to the time of planting. West of the Coast Range plant Early Queen onion in August. It will then attain marketable size in March and April. If, however, the weather during February and March proves to be cold and rainy, a large percentage will shoot to seed. We advise that you pinch off the seed stem close to the onion. It will heal with no damage to the onion. East of the Coast Range, where the temperature seldom goes below 25 degrees, plant the Crystal Wax or Bermuda onion in September. We advise planting all other varieties from October until April, selected according to the market in which they are to be sold, and the facilities for irrigating.

The consuming public prefers a white onion. The retail merchant wants a yellow onion because the white are too perishable. The shipper will handle the yellow, but he prefers the brown because it is the best keeper.

The Southport White Globe is now popular because of its good keeping qualities.



BERMUDA ONIONS, AVERAGING 1 TO 2 LBS. EACH, ATASCADERO

White Portugal, or Silverskin—The best known and most largely used white onion. Is flat on the bottom and thick toward the top. Very hard and firm and an excellent keeper. Is largely used for white onion sets as well as for market

onions and pickles. Pkt. 5c, oz. 40c, $\frac{1}{4}$ lb. \$1.25, lb. \$4.00.

Australian Brown—Of small size but the greatest keeper yet introduced. If planted on a good soil and properly cared for, this crop will bring more money than any other variety. Oz. 15c, $\frac{1}{4}$ lb. 50c, lb. \$1.75.

Yellow Globe Danvers—We have had grown for us by an expert grower, Yellow Globe Danver Onion which is absolutely the best grown in California today. The bulbs for this seed is the selection of five successive years. Pkt. 5c, oz. 35c, $\frac{1}{4}$ lb. \$1.00, lb. \$3.00.

White Bermuda—While this is called white, it is really a straw color. Pkt. 10c, oz. 25c, lb. \$2.50.

ONION SETS

CULTURE—Plant near the surface, in rows 12 inches apart and 4 inches between the sets. When raised from the sets, the onions can be used in the green state or may be ripened off for large onions, in which case they are fully six weeks earlier than when raised from seed. Prices are subject to market fluctuations as the season advances.

Onion Sets—Can be furnished nearly the year round. Yellows and browns from September to July. Silverskins from September to April; 30c per lb., postpaid; by express or freight 20c per lb. Ask for prices on large quantities.

MULTIPLIERS

White and Brown—Produce a large cluster of small to medium sized onions from a single bulb. Lb. 35c.

Chives—This species of onion is extensively used for flavoring. A small spot in the garden planted to Chives will supply a family the year round. Per pkt. 10c; plants, 1 bunch, 10c, postpaid.

White Bunching—This is an onion with a large neck especially used for young green onions, mild and sweet. Pkt. 5c, oz. 15c, lb. \$1.50.

GARLIC

CULTURE—Garlic is grown from the clove or cell of matured bulbs. Planting should begin during October in well prepared soil and may continue till the 1st of April, but the early set garlic gives better yield. Keep in growing condition by irrigating when necessary and cultivating and weeding. Harvest when the tops turn yellow. One pound will plant 150 feet of row. 200 pounds per acre.

Garlic—Lb. 30c, 10c a lb. extra for postage. Larger quantities are furnished at prevailing market prices. Please write for quotations.

PARSLEY

CULTURE—Sow the seed in moist loamy soil. Thin the plants to six inches apart in row or transplant to that distance. One ounce will produce about 600 plants.

Best results can be obtained by sowing parsley seed after December 1st and up to June 1st. When planted during summer and fall, it is liable to run to seed quickly.

Champion Moss Curled—Extra dark leaves. Leaves crimped and curled. Pkt. 5c, oz. 15c, lb. \$1.25.

Hamburg Turnip Rooted—Fleshy vegetable roots, for soups, etc. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 30c, lb. \$1.00, postpaid.

PARSNIP

☞ **Note**—Prices listed are postpaid.

Chirivia—Pastinake—Panals

CULTURE—Sow any month in the year in

drills of rich soil one and one-half inches deep and fifteen inches apart, and cultivate the same as carrots; thin to four inches apart. One ounce of seed will sow about 100 feet of row.

Hollow-Crowned—Best parsnip grown, either for table or stock. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, 1 lb. 75c.



ATASCADERO OKRA

OKRA GUMBO

White Velvet—This well-known variety is the favorite with the market gardener and with the consumer. The pickle factory will have no other. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, $\frac{1}{2}$ lb. 40c, 1 lb. 60c, postpaid.

PEANUTS

Jumbo—Tennessee

Georgia Improved Peanut—This variety is much superior to the ordinary Peanut, yielding fewer imperfect pods and combining earliness, productiveness and size; yields on ordinary land about 40 sacks to the acre. Per lb. 25c, prepaid, per 100 lbs., market price.

Tennessee Red—Is an excellent variety, bearing three or four kernels to the pod. The kernels are of medium size and of good flavor. It is the favorite variety with the confectioner. Per lb., 30c, prepaid, 100 lbs. \$12.00 f. o. b.

The Jumbo is by far the largest of all Peanuts. It is a curiosity and commands a fancy price. On account of its vigorous vines and enormous crop of large tubers it is an excellent crop to grow for hogs, or to plow under for enriching the soil. Per lb. 35c, prepaid, 10 lbs. \$2.50 f. o. b.

PEAS

Chicharos o Guisantes—Erbsen—Pois

CULTURE—May be sown the year round in California. They will grow in almost any soil, but a deep, rich loam is best for main crop; the

early varieties for winter will do best on a light, warm soil; deep plowing of the ground is essential. They are sown in single or double rows from 18 inches to 4 feet apart, according to the height of the variety. The tall sorts should have sticks to climb over. For the field crop it requires from 60 to 80 pounds to the acre; for home garden, plant one pound to 50 feet of row.

Yorkshire Hero—The most popular market pea in this section. Abundant cropper and excellent in quality. Pkt. 5c, lb. 30c, postpaid; by express or freight, lb. 20c, 10 lbs. \$1.20.

Stratagem—A semi-dwarf variety with large leaves and large pods. The peas are dark green, wrinkled, and of good quality. Of all the Peas we list and all of those we have tried, we do not know of another variety so well adapted to most sections of our coast as Stratagem. The strain we offer is selected and every imperfect plant carefully rogued out, and we have the very best strain that can be had anywhere. Pkt. 5c, lb. 30c, postpaid; by express or freight, lb. 20c, 10 lbs. \$1.30.

American Wonder—The earliest of all wrinkled Peas. Of dwarf habit, growing from 9 to 12 inches. Pkt. 5c, lb. 30c, postpaid; by express or freight, lb. 20c, 10 lbs. \$1.50.

The Pride of Cahuenga—The popularity of this Pea has made such strides that it is hard for us to keep up with the growing demand. Owing to its tendency to grow numerous branches, and to grow two pods on every stem, it is enormously productive. It grows to a height of 18 inches and matures about as early as the Yorkshire. When you once grow the Pride of Cahuenga you want no other. The peas are sweeter. It is undoubtedly the best pea ever put before the public. Pkt. 5c, ½ lb. 15c, 1 lb. 30c, prepaid; 10 lbs. \$1.50 f. o. b.

Dwarf Gray or Sugar—(Edible pods). Of extraordinary yielding qualities. Unsurpassed as an edible podded variety. Height 2 feet. Pkt. 5c, lb. 35c, postpaid.

Tall Telephone—Vines vigorous, growing about 4 feet high, with large, coarse, light-colored leaves and producing an abundance of very large pods filled with immense peas which are tender, sweet and of excellent flavor. Pkt. 5c, ½ lb. 15c, lb. 30c, prepaid; 10 lbs. \$1.50 f. o. b. here.



ATASCADERO PEPPERS

PEPPERS

CULTURE—For early Green Peppers, sow seed in hot beds in December and January. Transplant as soon as weather and soil in your locality will permit. For main crop sow seed in February, March, and April, in hot bed. Pepper seed needs the heat of a hot bed

to germinate it during these months. For fall and winter crop sow seed in out-door beds well prepared, during May, June, July and August. Winter crops can be grown in places that are entirely frostless.

Anaheim Chili—This Pepper is largely grown in Orange county, and is used dried and for canning. It is long, 7 inches or so, medium sized in width, and is thick fleshed. The flavor is mild for a Chili Pepper, and one liked by Mexicans and Americans alike. Pkt. 5c, oz. 30c, ¼ lb. 90c, lb. \$3.00.

Chinese Giant—A very large Pepper of the Bull Nose type, often growing to five inches in diameter. This is the variety grown so extensively in frostless sections for the winter trade, when the grower gets as much as 20c per pound for the green pepper. One grower claims that his returns from five acres was \$4,500. Per. pkt. 10c, oz. 60c, ¼ lb. \$2.00, ½ lb. \$3.00, lb. \$6.50, postpaid.

Perfect Ruby King—Ordinarily they grow from 4 to 6 inches long by 3 to 4 inches thick. Plant is of sturdy, bushy habit, and each one produces handsome fruit. This pepper is popular because of its solid, thick meat and mild flavor. Pkt. 10c, oz. 35c, ¼ lb. \$1.00, ½ lb. \$2.00, lb. \$3.50, postpaid.

PIMIENTO

Our Seed is Pure

Pimiento—This pepper has already become one of California's many staples, ranking with the Anaheim Chili as a canned product. One cannery used the entire crop from 200 acres of Pimientos. This is because of its lack of pungency and its firm, thick fleshiness, which permits of its being scalded and peeled. It should be grown largely in the family garden, because it is delicious with salads or stuffed, and a healthy food to eat when ripe as you would eat an apple. Every home garden should have a row of this Pimiento. For salad, parboil it to remove the skin. Stuffed and baked it is far superior to all other peppers. Pkt. 10c, oz. 50c, ¼ lb. \$1.50, ½ lb. \$2.75, lb. \$5.00, prepaid.

Tobasco—The plants develop into large bushes, bearing profusely the little bright peppers in sprays. A mature pepper measures about one inch in length. These peppers are extremely pungent. Per pkt. 10c, oz. 25c.

PUMPKIN

Calabaza—Kuerbis—Cource

CULTURE—Sow from April to July in hills 8 feet apart each way and 3 or 4 seeds to a hill. One ounce will sow about 20 hills, or 2 pounds to one acre.

Cheese—Large, reddish orange, flesh thick and sweet. A good keeper. Pkt. 5c, oz. 10c, ¼ lb. 20c, lb. 60c.

Cushaw—(Crook-necked.) Light cream color. A good keeper, flesh solid and sweet. Pkt. 5c, oz. 10c, ¼ lb. 25c, lb. 75c.

Mammoth Tours, or Jumbo—(King of Mammoths.) Grows to an immense size, often weighing 150 pounds or more. Skin orange-salmon, flesh bright yellow, fine grained, tender and sweet. Valuable for pies, also for stock feeding. Pkt. 5c, oz. 10c, ¼ lb. 30c, lb. \$1.00.

Kentucky Field or Large Cheese—This variety is locally called Sweet Pumpkin,

and is grown more than any other of its kind for stock, because it is a good keeper, notwithstanding it has a soft shell. It is fleshy and very sweet; also very good for pie, and is largely used for canning. On one large ranch in the San Fernando Valley there was planted a large acreage to nearly all the popular varieties; this one was unaffected by the hot sun, and remained in perfect condition while other varieties were sunburned and decayed quickly. Per pkt. 5c, ¼ lb. 20c, ½ lb. 35c, lb. 60c, postpaid.

Sugar or Boston Pie—A small, handsome variety, and very popular. The skin is a deep orange yellow; flesh fine grained and sweet in taste. Famous in Boston as a pie pumpkin. Per pkt. 5c, oz. 10c, lb. 75c.

ROSELLE Or Lemonade Plant

Hibiscus subdora

CULTURE—An annual plant, native of India, but introduced here from Queensland, Australia, where it is largely grown for making jelly. The plants grow from 3 to 6 feet high, and bear quantities of fruit, each enclosed in a thick, fleshy calyx, from which the jelly is made, which is considered by many superior to guava jelly. The seed should be sown in boxes or seed pans in February or March, and placed on a hot bed. The young plants can be potted up as soon as large enough, and when the weather is warm and settled they should be planted out in the open ground, about 3 feet apart each way. Pkt. 10c, oz. 50c, ¼ lb. \$1.50.



ATASCADERO RADISHES

RADISH

Rabano—Rettig—Radis

CULTURE—May be sown the year round in California. They can be grown in any good garden soil, but thrive best in a light loam enriched with plenty of good rotten manure. Sow in drills 12 inches apart. One ounce of seed will sow 100 feet of drill.

Scarlet Turnip—A very popular early sort. Roots scarlet, turnip-shaped, crisp and of good flavor. Pkt. 5c, oz. 10c, ¼ lb. 25c, lb. 70c.

White Tipped Scarlet Turnip—An early variety of medium size and excellent flavor, and of a very handsome appearance. Per pkt. 5c, oz. 10c, ¼ lb. 25c, ½ lb. 40c, lb. 75c, postpaid.

French Breakfast—A splendid variety, medium-sized, olive-shaped, very crisp and tender; of a beautiful scarlet color. Per pkt. 5c, oz. 10c, ¼ lb. 25c, ½ lb. 40c, lb. 75c, postpaid.

Early Long Scarlet—Very brittle and crisp; color a bright scarlet; small top. Per pkt. 5c, oz. 10c, ¼ lb. 25c ½ lb. 40c, lb. 75c, postpaid.

Long White Icicle—For the home garden we consider this a most excellent table variety. Its extreme earliness, beautiful pure white appearance, excellent flavor and crispness should make it a favorite everywhere. Per pkt. 5c, oz. 10c, ¼ lb. 25c, ½ lb. 40c, lb. 75c, prepaid.

Crimson Giant Turnip—A variety extraordinary in that, while growing to an unusually large size, it is always tender, crisp and of mild flavor. It remains in perfect condition a remarkably long time, and, unlike other forcing varieties, does not become pithy even when twice their size in diameter; root turnip shaped; color a beautiful crimson carmine; flesh firm, crisp and tender. Per pkt. 5c, oz. 10c, ¼ lb. 35c, ½ lb. 60c, lb. \$1.00, postpaid.

Japanese Summer Radish—This radish was introduced here by the Japanese several years ago. Its beautiful white color and mammoth size attracts great attention. It is very tender and the flavor is excellent and mild. It attains perfection in California, growing twenty-six inches in length and three inches in diameter. It is a profitable radish to grow, as it sells readily and is relished by all. Per pkt. 5c, oz. 10c, ¼ lb. 35c, ½ lb. 60c, lb. \$1.00, postpaid.

Japanese Winter Radish—This was introduced in the same manner as the Japanese Summer Radish, which it resembles except in size. It is more crisp and of better flavor in the winter season. It is pure white, grows about eight inches long and not as tapering as the larger one. Per. pkt. 5c, oz. 10c, ¼ lb. 35c, ½ lb. 60c, lb. \$1.00, postpaid.

HORSE RADISH

Common Variety, Roots—1 doz. 15c; by mail 20c; 100, \$1.00; 1,000, \$8.00.

New Bohemian Horse Radish—A valuable recent introduction of the U. S. Department of Agriculture. It is a much more rapid grower than the old variety in general use and is therefore ready for use a great deal earlier. Its large, white roots may be raised in almost any soil. The quality of this horse radish is far superior to the old variety. Roots: doz. 35c, postpaid. \$15.00 per 1,000 f. o. b.

Why will you allow Los Angeles and San Francisco buyers to import several carloads of horse radish from the East each season when you can realize \$400.00 to \$600.00 per acre. It is an easy crop to grow and inexpensive.

RHUBARB—PIE PLANT

Ruibarbo—Rhabarber—Rhubarbe

CULTURE—Sow from February to end of April in drills 18 inches apart, covering the seed about 1 inch deep. When large enough, thin out to 6 inches apart in the rows. Transplant the roots the following winter or spring to deep, rich, well manured soil, placing the plants 4 feet apart each way.

Winter Crimson—Might be more appropri-



ATASCADERO RHUBARB

ately called All Seasons Rhubarb. It thrives luxuriantly all the year round, but is better during our winter months than in the summer. To get the best results, apply large quantities of stable manure and water freely. The seed is scarce and the price much higher than common varieties. Pkt. 10c, oz. 80c, $\frac{1}{4}$ lb. \$2.50, $\frac{1}{2}$ lb. \$4.25, lb. \$8.00, postpaid.

Wagner's Giant Rhubarb—This is a new strain, propagated by J. B. Wagner, and has the same general characteristics as the Winter Crimson Rhubarb, excepting that it grows four times as large. The stems often weigh $1\frac{1}{4}$ pounds each. I have picked at one time from a single plant sixty full-grown stems that weighed 30 pounds, or one-half pound per stem. This variety has all the good qualities of the Crimson Winter, does not run much to seed—hence they must be propagated by subdividing the crowns. Parties who get plants now will surely reap a rich harvest, as it is bound to take the place on the market now occupied by other winter sorts as soon as plants can be secured. The stems are as tender as any known plant, do not have to be peeled, are not coarse or stringy, cook readily, are of good color, but not so red as the Crimson Winter. Pkt. 20c, oz. \$1.00, $\frac{1}{4}$ lb. \$3.00, $\frac{1}{2}$ lb. \$5.50, lb. \$10.00, postpaid.

SQUASH

Calabacera—Kuerbis—Cource

CULTURE—As soon as the weather has become warm and settled, commence sowing for the early crop. The summer variety's mature much quicker than the winter varieties, and sowing for late crop may be continued up until the first of August. Sow in hills 4 and 5 feet apart, using 6 or 7 seeds to a hill, and afterwards thin out to the three strongest plants. One ounce of seed will sow about 40 hills, or 3 pounds to 1 acre. The winter varieties take longer to mature, and the later plantings should be completed by about the first of July. Sow in hills 8 to 10 feet apart, using 3 seeds to a hill. One ounce will sow about 20 hills, or 2 pounds to an acre.

Early White Bush Scalloped—Very early, creamy white, flat and scalloped; 4 to 6 inches in diameter; exceedingly prolific. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, lb. 75c.

English Vegetable Marrow—Large, oblong, pale green, grows from 12 to 18 inches long. Makes a large vine, and should be planted 7 to 8 feet apart. Pkt. 5c, oz. 15c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Green Warted Hubbard—This is the squash that is popular everywhere, and Southern California ships annually about 70 carloads to Eastern cities. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 35c, $\frac{1}{2}$ lb. 60c, lb. \$1.00, postpaid.

Golden Hubbard—The flesh is of a deep golden yellow—a much richer color than the Hubbard—fine grained, cooks very dry, and has excellent flavor. In its keeping qualities it is fully equal to the green variety. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 35c, $\frac{1}{2}$ lb. 60c, lb. \$1.00, postpaid.

Golden Summer Crookneck—The popular, well-known Crookneck. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 30c, $\frac{1}{2}$ lb. 50c, lb. 85c, postpaid.

SALSIFY OR VEGETABLE OYSTER

Ostion Vegetal—Haferwurz—Salsifis

CULTURE—Sow from February to May, in deep, rich soil, in drills 15 inches apart. When large enough, thin out to 5 inches apart in the rows. One ounce of seed will sow 50 feet of row.

Mammoth Sandwich Island—Very large roots, tender and of rich flavor. Pkt. 5c, oz. 20c $\frac{1}{4}$ lb. 65c, lb. \$2.00.

SORREL

Acedara—Sauerampfer—Oseille

CULTURE—Sow in spring, in drills 15 inches apart, in any good garden soil. The plant is perennial, and can be taken up every few years and divided. The flower stems should be kept cut off as they appear. The leaves are cooked like spinach, and are also used in soups.

Broad Leaved—This is the best variety. Per pkt. 5c, oz. 20c, $\frac{1}{4}$ lb. 40c, lb. \$1.25, postpaid.

TOBACCO

Tabaco—Tabak—Tabac

CULTURE—The seed can be sown in a frame or on a hot bed; or in well prepared beds in the open ground after danger from cold is past. Select fine, rich soil, cover the seed very lightly, about one-eighth of an inch, and press down firmly with the back of a spade; water with a fine spray. When the plants are about 4 inches high, transplant to rows 5 feet apart and 4 feet apart in the row. Tobacco requires a rich, mellow soil; wood ashes are beneficial as a

fertilizer. One ounce of seed will produce enough plants for one acre.

Connecticut Seed Leaf—Well known, the hardest variety. Pkt. 10c, oz. 60c.

Cuban Havana—Pkt. 10c, oz. 75c.

SPINACH

CULTURE—Sow in drills one foot apart, and for succession, every two weeks, as it grows thin out for use, keeping clean of weeds. It grows the year round in California. One ounce of seed for 50 feet of drill. Ten pounds to the acre.

All varieties. Pkt. 5c.

Prickly Seeded—The hardest of all and the most popular with the market gardeners. Oz. 10c, lb. 40c.

New Zealand—Perennial Spinach; can be grown the year round. Why don't you try some of this? It produces spinach summer and winter. Pkt. 5c, oz. 15c lb. \$1.00.

Summer Success—This variety has been tried out both in this country and in Europe and has been found especially adapted to summer growth and particularly well suited to conditions in the southwest. The leaves are oblong and smooth with fine, deep green color. Pkt 5c, oz. 10c, lb. 50c.

TOMATOES

CULTURE—Sow in hot beds from six to eight weeks before they can be set out doors, which is when danger from frost is passed. When plants have leaves transplant into shallow boxes, or cold frames. Transplant carefully and cultivate well as long as the vines will permit.

All tomatoes 5c per pkg. except where noted.

Chalk's Early Jewel—Excellent early tomato for home or nearby market; very prolific, red, smooth, and desirable size. Its mild flavor makes it desirable as a salad. Pkt. 5c, oz. 25c $\frac{1}{4}$ lb. 75c, lb. \$2.50.

Spark's Earliana—Extra early, deep scarlet, large, smooth, solid and of the finest quality. The earliest large tomato grown. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.50.

Ponderosa, or Beefsteak—A favorite sort for the home garden; of immense size, sometimes weighing from 2 to 3 pounds each;

have very few seeds. Pkt. 5c, oz. 35c, $\frac{1}{4}$ lb. \$1.00, lb. \$3.50.

Stone—A favorite sort for general crop, shipping and canning. Large, smooth, bright scarlet, very solid and a good bearer. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.50.

Golden Beauty—A large yellow tomato of delicious flavor, and when preserved with a slight flavoring of lemon, is better than preserves made of any other tomato, because it lacks the strong tomato flavor. It is an excellent variety for salad. Per pkt. 5c, oz. 35c, $\frac{1}{4}$ lb. \$1.00, postpaid.

Yellow Pear Shaped—A small fruited variety, which is golden-yellow. It is very useful for salads, when the fruit is simply cut in two lengthwise. Pkt. 5c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.50.

TURNIPS

CULTURE—Turnips may be sown broadcast on damp sandy soil, or in drills as beets and carrots. Drill in rows ten inches apart, not too thick in the row. The Purple Top variety is now leading in popularity because of its mild flavor and its adaptability to our summer climate.

Early Purple Top Strap-Leaf—A very popular variety in this section for either family or market use; large size, white, purple above ground; flesh fine grained. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, $\frac{1}{2}$ lb. 40c, lb. 75c postpaid.

Early White Flat Dutch—An early white-fleshed strap-leaved variety; for quick growth, mild flavor and excellent quality. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, $\frac{1}{2}$ lb. 40c, lb. 75c, postpaid.

Early White Globe—A large, round turnip, with sweet flesh. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, $\frac{1}{2}$ lb. 40c, lb. 75c, postpaid.

Golden Ball or Orange Jelly—Rapid grower, of excellent flavor. Bright yellow color. Plant during cooler months only. Pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, lb. 75c.

Purple-Top Globe—Solid, very sweet, slow to get pithy. The very best variety for the summer season. Indeed, the best for any season, but slower to mature than the Strap-Leaf. Per pkt. 5c, oz. 10c, $\frac{1}{4}$ lb. 25c, lb. 75c.

DON'T work freshly wet ground.

DON'T set plants or Roots without watering at once.

HOT BEDS

There are several aids to the economical management of the garden which are almost indispensable. The most important of these is the Hot Bed for forwarding seedlings for early planting. Compared with the gain in time and the satisfactory results obtained, the trouble is very slight, while for early vegetables for the market it is imperatively necessary. The Hot Bed is made in this way: Get a quantity of fresh horse manure, and mix thoroughly with about half its bulk in straw, rotten leaves, etc., tramping it down in successive layers. In two or three days fermentation will be apparent by the escape of steam from the heap. Turn the heap over again and allow it to remain two or three days longer, or until the second fermentation begins. Then prepare a pit 2½ feet deep the size of the bed you propose. It should be in some dry

sheltered spot, facing the south if possible. The glass sashes are generally made 6 feet long by 4 feet wide, and a bed of one sash will give early plants enough for a large family. The frame should be 18 inches high at the back and 12 inches in front—this gives the proper slope to catch most sunlight. When everything is ready the manure is placed in and trodden down firmly in layers to the required depth—about 2½ feet. Then keep the sash closed till the heat rises. It will be too hot to sow the seeds now, but in two or three days it will subside to about 90 degrees, when soil may be put on to the depth of 6 to 8 inches. The soil should be well-rotted sods mixed with fine old manure in equal parts, and in this the seed may be sown thinly in drills 2 or 3 inches apart, and afterwards either thinned out or transplanted to another part of the frame. Air must be given every mild

day by raising the sash at the back. When necessary, water with tepid water, and during cold nights keep the frame covered with Archangel mats, sacking, or similar material. The same directions apply to hot beds made on the surface of the ground, except that the manure should be at least a foot wider on all sides than the frame. If the hot bed has been made about the beginning of January, the seedlings will be ready for planting out by the time the weather grows warm.

THE COLD FRAME

Is just the hot bed without the manure heap. Fill the frame with rich good soil—that taken from old hot beds mixed with the fine rich manure from them is best

It should be got ready in autumn and young Pepper, Tomato, Egg Plant and Cucumber plants set in it so that they get well established before cold weather. During cold nights and stormy days the sash should be kept close and covered with straw mats—in mild days the air should be admitted freely—the object being to keep the plants dormant, so that in spring they are in a forward state for planting out for early crops.

To those who have neither hot beds nor cold frame the best substitute at hand is the kitchen or basement windows, facing the south, inside of which is a temperature usually not far from that required for the germination of seeds, and where tender plants may be raised with a little extra care.

ATASCADERO'S SWEET PEAS

Next to its wonderful roses, Atascadero's Sweet Peas have been developed to marvelous perfection. By careful breeding under the supervision of the well-known expert, Mr. Routzahn, leading flower seed grower of the Pacific Coast, many of the best known strains have been developed and bred to extraordinary size and beauty, so much so as to constitute practically new varieties. Special attention has been given to giving stamina and qualities of resistance to our Sweet Pea stocks, that would ensure the highest success under almost any conditions.

We urge our customers to include in their orders a large selection of our Sweet Peas, the list of which will be found on page 12. Our 10-cent packages are over weight, and the seeds are most carefully selected. If you desire to have unusual success with your Sweet Peas, purchase them from us. If you prefer to leave the selections to us, state the number of packages desired, at 10 cents per package, and request us to select the varieties and we will do so, making an effort to give you such a selection as will prove surprisingly successful and beautiful.

Plants to an Acre at Regular Distances Apart

Rule—Multiply the distance in feet between the rows by the distance the plants are apart in the rows, and the product will be number of square feet for each plant or hill, which divided into the number of square feet (43,560) will give the number of plants to the acre.

Distance Apart	No. per acre	Distance Apart	No. per acre	Distance Apart	No. per acre
3 by 4 inches.....	522,720	4½ by 4½ feet.....	2,150	14 feet by 14 feet.....	222
4 by 4 inches.....	392,040	5 feet by 1 foot.....	8,712	15 feet by 15 feet.....	193
6 by 6 inches.....	174,240	5 feet by 2 feet.....	4,356	16 feet by 16 feet.....	170
1 foot by 1 foot.....	43,560	5 feet by 3 feet.....	2,904	16½ by 16½ feet.....	160
1½ by 1½ feet.....	19,360	5 feet by 4 feet.....	2,178	17 feet by 17 feet.....	150
2 feet by 1 foot.....	21,780	5 feet by 5 feet.....	1,742	18 feet by 18 feet.....	134
2 feet by 2 feet.....	19,360	5½ by 5½ feet.....	1,440	19 feet by 19 feet.....	120
2½ by 2½ feet.....	6,960	6 feet by 6 feet.....	1,200	20 feet by 20 feet.....	108
3 feet by 1 foot.....	14,520	6½ by 6½ feet.....	1,031	25 feet by 25 feet.....	69
3 feet by 2 feet.....	7,260	7 feet by 7 feet.....	888	30 feet by 30 feet.....	48
3 feet by 3 feet.....	4,840	8 feet by 8 feet.....	680	33 feet by 33 feet.....	40
3½ by 3½ feet.....	3,555	9 feet by 9 feet.....	537	40 feet by 40 feet.....	27
4 feet by 1 foot.....	10,890	10 feet by 10 feet.....	435	50 feet by 50 feet.....	17
4 feet by 2 feet.....	5,445	11 feet by 11 feet.....	360	60 feet by 60 feet.....	12
4 feet by 3 feet.....	3,630	12 feet by 12 feet.....	302	66 feet by 66 feet.....	10
4 feet by 4 feet.....	2,722	13 feet by 13 feet.....	257		

Seeds Required to Sow One Acre of Ground

	Lbs. to the Acre		Lbs. to the Acre
Alfalfa	25	Grass, Italian Rye	30
Asparagus	4	Grass, Red Top	30
Barley—broadcast	100	Grass, Timothy	20
Beans, Dwarf or Bush—hills.....	40	Leek	4
Beans, Dwarf or Bush—drills.....	80	Lettuce	4
Beans, Tall or Pale—hills.....	35	Millet	40
Beet, Garden	6 to 8	Hemp—broadcast	40 to 50
Beet, Sugar	6 to 8	Melon, Water—hills	2 to 3
Beet, Mangel Wurzel	6 to 8	Melon, Musk—hills	80
Broom Corn—drills	12	Oats—broadcast	4
Buckwheat—broadcast	45	Okra	5
Cabbage—in beds to cover an acre after transplanting	¼ to ½	Onions for Dry Bulbs—drills.....	4
Carrot—drills	3	Onions, for Bottom Sets.....	75
Cauliflower (same as cabbage).....	¼ to ½	Onion Sets	400 to 600
Celery	¼	Parsnip—drills	5
Clover—White, alone—for lawn.....	100	Parsley	4
Corn, Sweet or Field—hills	15	Peas—drills	50 to 60
Corn, to cut green for fodder—drills or broadcast	125	Peas, broadcast	150
Cucumber—hills	1 to 2	Peanuts	30 to 40
Egg Plant	¼	Potatoes—hills	500 to 600
Egyptian Corn	15	Pumpkin—hills	3
Endive	3	Radish—drills	12
Flax (when wanted for seed).....	30	Rye—broadcast	100
Flax (when wanted for fibre).....	50	Spinach—drills	12
Grass, Bermuda	10	Salisfy	10
Grass, Kentucky Blue (for lawn).....	250	Squash, Bush Varieties—hills.....	4
Grass, Perennial or Australian Rye (for lawn).....	200	Squash, Running Varieties—hills.....	3
Grass, Perennial or Australian Rye (for meadow).....	40	Tomato—in beds to transplant.....	¼
Grass, Orchard	40	Turnip and Rutabaga—drills.....	2
		Turnip and Rutabaga—broadcast.....	3 to 4
		Vetches—broadcast	100
		Wheat—broadcast	100
		Wheat—drills	75

Sowing Table for the Garden

Artichoke.....	1 oz. to 500 plants	Lettuce.....	1 oz. to 5000 plants
Asparagus.....	1 oz. to 60 ft. drill, 500 plants	Melon, Water.....	1 oz. to 30 hills
Beans, Dwarf.....	1 lb. to 50 ft. of drill	Melon, Musk.....	1 oz. to 100 hills
Beans, Tall.....	1 lb. to 75 hills	Okra.....	1 oz. to 50 ft. of drill
Beet	1 oz. to 50 ft. of drill	Onion Seed.....	1 oz. to 100 ft. or drill
Broccoli.....	1 oz. to 2000 plants	Onion, Top Sets.....	1 lb. to 60 ft. of row
Brussels Sprouts.....	1 oz. to 2000 plants	Onion, Bottom Sets.....	1 lb. to 75 ft. row
Cabbage.....	1 oz. to 2000 plants	Parsnip.....	1 lb. to 100 ft. of drill
Carrot	1 oz. to 150 ft. of drill	Peas.....	1 lb. to 100 ft. of drill
Cauliflower.....	1 oz. to 2000 plants	Pepper.....	1 oz. to 1000 plants.
Celery.....	1 oz. to 5000 plants	Pumpkin.....	1 oz. to 25 hills
Chicory.....	1 oz. to 100 ft. of drill	Radish.....	1 oz. to 50 ft. of drill
Corn.....	1 lb. to 150 hills	Salisfy.....	1 oz. to 50 ft. of drill
Cress.....	1 oz. to 100 ft. of drill	Sage.....	1 oz. to 100 ft. of drill
Cucumber.....	1 oz. to 100 hills	Spinach.....	1 oz. to 50 ft. of drill
Egg Plant.....	1 oz. to 2000 plants	Squash, Early.....	1 oz. to 50 hills
Endive.....	1 oz. to 3000 plants	Squash, Winter.....	1 oz. to 15 hills
Kale.....	1 oz. to 2000 plants	Tomato.....	1 oz. to 3000 plants
Kohl Rabi.....	1 oz. to 2000 plants	Tobacco.....	1 oz. to 10,000 plants
Leek.....	1 oz. to 100 ft. of drill	Turnip, Early.....	1 oz. to 75 ft. of drill
		Turnip, Rutabaga.....	1 oz. to 100 ft. drill

ORDER BLANK

ATASCADERO SEED COMPANY

Atascadero, California., 191.....

Enclosed find remittance of \$..... in payment of the following order, which is to be shipped by..... to the following address:

Name.....

P. O. _____ State _____ Express Office _____

NOTE—For each \$10 of your order you will be entitled to a Dividend-Sharing Certificate of the seed company. (See page 4).

[illegible]

Total of order \$.....

NOTE—Please do not write in the spaces below.

Amt. Rec'd.	Nature of Remittance	Entered By	Filled By	Date Shipped
\$				
Bonus	D-S Certificates	Registered	Mailed	

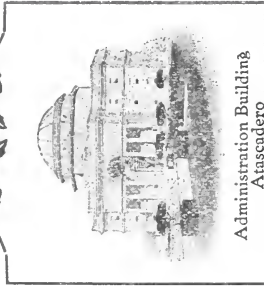




Atascadero Seed Company

Growers of

California Flower and Vegetable Seeds



Administration Building
Atascadero

Atascadero, California,

191

Dear Friend:

Last season, owing to the seed farms not being planted until about March, and then, for the first time in twenty years the winter rains ending with March, and that it was the first time most of this virgin ground had ever been put under cultivation, the seed crop was so short as to not more than pay the cost of the seed. Had a full crop been obtained, it would have netted from \$300 to \$750 per acre at wholesale.

Several varieties of flower seeds brought prices this fall that meant from \$1,000 to even \$2,500 per acre, and indications are that prices next year will be even better. We certainly have every advantage possible here for seed culture, and our first order already received for next season's sweet pea seeds amounts to \$7,200. Mr. Routzahn has been engaged to devote his entire time to our interests as superintendent of seed growing.

Enclosed we hand you our new catalogue for 1917 and also the contract for the cultivation, planting, rogeing, care and harvesting of your seed farm for the 1917 season. We have already begun the cultivation of the seed farms, in order to get the seeds in before the heavy winter rains, to in-

cost or the work of planting your seed farm, if you desire it done--as the prices of the seed farms when sold by the Colony Holding Corporation did not include any planting whatsoever--yet in addition to receiving the wholesale price per pound for your crop from us, in cash, you will also receive one \$10 Dividend-Sharing Certificate of the Seed Company itself for each \$10 cost of your plantings, so that you will share in the net proceeds from the sale of the entire seed crops all the way to the consumer.

If you desire your seed farm planted sign the enclosed contract in duplicate, returning both copies to us at once, together with a remittance of the amount of the cost of the planting, care and harvesting, as set forth in the contract. These remittances we shall place in a special account for the payment of the cost of the work, as most of the work is labor, which we must pay in cash from week to week. When the crop is harvested in the spring you receive in cash the wholesale price and through your Certificates you will also share in the retail price realized by the Seed Company.

You could not do the work on your seed farm yourself, at the cost which we have fixed, as we are able to employ costly machinery and expert men, doing the work on hundreds of the seed farms at one time.

We hope this coming season to realize for all seed farm owners whose farms we plant and care for, a most substantial return. Resident farm owners are, of course, expected to plant, cultivate, care for and harvest their own farms, unless they desire us to do it for them.

ATASCADERO SEED COMPANY.

By.....

N. B.--Kindly return the contracts signed, together with remittance, promptly or it will be too late to plant your seed farm this season.



Atascadero Seed Company

Growers of
California Flower and Vegetable Seeds

Atascadero, California, _____ 191

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ATASCADERO SEED COMPANY.

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Read Before Ordering

MAKE UP A TOTAL ORDER OF \$10 by getting a friend or two to give you their orders and thereby secure for yourself a Dividend-Sharing Certificate in the Seed Company, making you a profit-sharer in this great seed industry itself. These Dividend-Sharing Certificates are of ³/₄ a par value of \$10 and one is allotted to each purchaser of seeds for each \$10 of his order.

(See Page 4)

Atascadero Seed Company

Atascadero, California



ATASCADERO ROSES